

# NATIONAL MAGAZINE

*Mostly About People*

An Illustrated American Monthly



Volume XLIX:

March, 1920, to March, 1921

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BOSTON, MASSACHUSETTS



# NATIONAL Magazine

Mostly About People



March, 1920

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# NATIONAL MAGAZINE

*Mostly about People*



Vol. XLIX

MARCH, 1920

New Series No. 1

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MRS. WILLIAM J. CHALMERS

*President of the Board of Trustees of the Country Home for Convalescent Children at Prince Crossing, Illinois. This institution, under the inspired direction of Mrs. Chalmers, is doing a wonderful and beneficent work in alleviating the bodily ailments of crippled children, and by carefully devised courses of education and training in manual employments, fitting them to become useful and happy members of society.*

(See article on page 22)



# Affairs at Washington

By JOE MITCHELL CHAPPLE



EVERY four years the individual American voter has the exhilaration of being asked many times "Who for President?" The list this time will include not only the men but women as well, and the subject of "Who for President" will be more generally discussed in the United States of America in 1920 than ever before. This is the appropriate and fitting year for women to take their full part in selecting a president.

This is leap year, and it is the tercentenary of the Landing of the Pilgrims, when the ideal of representative government was crystalized in the compact on the *Mayflower*, and then, too, if we are to believe it, Priscilla coyly commented "Why don't you speak for yourself, John?"

The quadrennial national conventions of the various political parties mark the milestones in history; schoolbooks naturally divide periods of four years which are curiously enough always leap years. Leap year now it must be borne in mind involves the exercise of woman's prerogative in matters political, as well as matrimonial. Even the coy and blushing young maid may approach man and sovereign voter and say: "Will you be mine?" emphasizing political prerogative with traditional leap year's privilege.

Presidential year is the one time when the sovereign voter feels the stirring compliment of being a component part of the government. Students of government insist that the electorate inventory every four years in the United States is a process that keeps the average American citizen alert to his opportunity, if not always wise in his choice. France, Switzerland and other republics choose their president thru legislative bodies. Paul Deschanel, who presided during the war over the Chamber of Deputies in France, was named for president by the men whom he had faced day after day during war times—while Clemenceau and Orlando, the Peace premiers, were retired, with President Wilson and Lloyd George waiting for—next?

With this question confronting the readers of the NATIONAL MAGAZINE, as well as all Americans, why not have an expression on presidential candidates direct from you? The "Lamps of Experience," as Patrick Henry declaimed, are a safe guide, and Experience shows that public sentiment is the blossoming conviction of many minds, and the editor is going to throw out the lead and take a sounding chance of election. Name your choice for president and give a reason why.

*The Vice-president is a Real Human Being, with a Quaint Personality*

IF you have an eye for human types, you recognize Vice-President Marshall at first glance for a Hoosier. If you listen for five minutes to his conversation with a group of friends your first judgment is doubly confirmed. Indiana hallmarks her sons before she sends them out into the far corners of the earth, and in Thomas Riley Marshall's case the hallmark is graven deep. He is so completely human, so likeable—even lovable in character and personality—and displays such quaint conceits of humor and depths of philosophy that one might easily fancy him a character stepped bodily out from the pages of one of Booth Tarkington's masterpieces.

Before being inducted into that "honorable sepulchre of the political dead," the vice-presidency, he had attained the highest honor in the gift of the citizens of his native state, and became the gubernatorial choice of the people of Indiana in 1909, not by being advertised "like a circus, a breakfast food or a sure cure for small pox," but in consequence of his own unconventional, candid, man-to-man style of campaigning, in which he disregarded all the accepted formulas and precedents and broke all the political rules of procedure in such case made and provided. His astute and canny and experienced campaign managers were scandalized and amazed—not to say completely flabbergasted by his unconventional behavior, but in spite of their most earnest efforts in his behalf he brought home the political bacon.

He proved to be so popular a governor that Tom Taggart, who has perched at the political ringside for a quarter of a century, and knows the inner workings of the mind of every Indiana Democrat, has pledged the solid support of the Hoosier



VICE-PRESIDENT MARSHALL



state to Mr. Marshall in the not unlikely event of his being entered in the presidential race.

It is likely that as presiding officer of the Senate, Vice-President Marshall gets more real satisfaction and enjoyment out of his work than any previous incumbent of that somewhat obscure position. Certainly he brings to it a greater fund of saving humor and a deeper philosophy. When in the midst

Washington diet kitchen. The boy, now known as Morrison Marshall, is a bright and attractive child. The life of the Marshall household revolves around him as its orbit, and the Vice-President has admitted that he knows more about baby food than he does about the League of Nations.

*He's from Missouri, and You Have to Show Him  
if You Think You Can Beat This Record*

CONGRESSMAN ROMJUE, of the First District of Missouri, thinks that he has more to brag about in his district than any other man at the Capitol. He says that within a radius of thirty-five or forty miles of his home town, Macon, have lived more celebrities than you can shake a stick at, and that but for those distinguished Missourians, maybe the United States wouldn't have won the last two wars.

And since he starts the list off with General John J. Pershing, there isn't much room for dispute! Next on the list comes Major General Enoch H. Crowder, Judge Advocate General and Provost Marshal of the Army, recently decorated by the Prince of Wales, and justly so, because as head of the draft he started all the boys over here over there. Then follows Admiral Robert E. Coontz, head of naval operations, and, lastly, Captain Willard of the United States Navy, who planted the first American flag on Cuban soil during the Spanish-American war.

Remarkable to relate, all four of these men who played so large a part in the making of history, lived in the same town at the same time, and in 1877 were fellow-students at the Kirksville State Normal, which school Congressman Romjue, himself, afterwards attended.

Incidentally, Jesse James also lived in this famous district, and when I inquired what other characteristics it had except celebrities, Mr. Romjue replied: "Cyclones. In 1899 I was blown sixty-five feet in the air by a cyclone, and came down for dead. But here I am."

Which goes to prove that when a man is headed for Congress, not even a cyclone can stop him.

*Moral—If You Want to Meet Your Next-door  
Neighbor, Go to New York*

THE chairman of the Republican National Committee, Will Hays, says he doesn't think New York is such a big town after all!

The other day he was "coming down" on an elevator in the Equitable Building when his attention was attracted to a rather quaint old gentleman—a fellow-passenger—who was distinctly out of his element in New York, but who seemed to be quite alive to the importance of being there.

So strong was the appeal of his back-home appearance to Mr. Hays, that when they stepped off the elevator together he spoke to the stranger, offering him a lift in his machine.

"Thanks," quickly accepted the old gentleman, "I was just on my way to see Will Hays. I have never met him, but I wanted to show him a statement of Theodore Roosevelt's that I think he ought to lay special stress on in the campaign," at the same time holding up a book of Roosevelt's which was tightly clutched in his hand.

His surprise can be imagined when he was told that he was then talking to "Will Hays," and both were equally surprised when it developed during the conversation that years ago they had lived in the same town and their back fences had almost touched. Truly has it been said: "Roosevelt, tho dead, yet speaketh!"

*One Touch of Nature Vibrates the  
Heart Chord of All Humanity*

A GROUP of Senators were discussing the vernacular of children and how out of the mouths of babes oftentimes came wisdom. The child naturally develops his own way of saying things. There was a touch of tenderness in the Senator's voice as he said, "There is no other name that seems so dear to me as 'Muzzie.' That was the name my childish lips lisped in calling my mother, and she always loved that salutation, but the dignity of maturity never made me ashamed of calling her 'Muzzie.'"

A Congressman began musing and insisted that the one thing he loved as a child was to eat the scraped apple that his



Copyright  
Clinedinst, Wash. CONGRESSMAN MILTON A. ROMJUE

(Democrat) of Missouri, who believes his district has produced more great men to the acre than any other place in the United States

of a serious Senatorial debate upon the subject of "what this country needs," he leaned over his desk to whisper audibly to the assistant secretary of the Senate, "Rose, what this country needs is a really good five-cent cigar," his humorous utterance expressed a profound philosophy.

He is a natural manager of men and guides the restive Senatorial team with a firm yet kindly hand.

But it is the domestic side of the Vice-President's life that best exhibits his fine human qualities. The home life of Mr. and Mrs. Marshall is a beautiful thing—indeed, a true romance. Apparently a confirmed bachelor, at the age of forty-one Judge Marshall met and promptly fell in love with and promptly married Miss Lois Kimsey, the daughter of the clerk of the court at Angola, Indiana. This was in 1895, and since the day of their marriage, Mr. and Mrs. Marshall have never been separated for as long a period as twenty-four hours.

Having no children of their own, they have virtually adopted a little boy, now three years old, whom Mrs. Marshall in the course of her charitable activities discovered as a baby in a



grandmother used to furnish. "To this day I never eat an apple that I do not think of 'Nannie' and the way she scraped that apple."

A page of the Senate entered and he was asked "what did you first call your mother?" "Mumsie Moma," he replied with a flash in his bright Irish eyes. Then a Senator from the West began making a collection of the childhood salutations to mothers.

"I never got over calling my mother 'Mumpsie.' No matter how ridiculous these names may sound they are sacred, in their associations with the name of mother," commented a Cabinet officer. Just then someone noticed the little stenographer overhearing the comments. She had fainted. On the typewriter was an unfinished letter addressed to "Mother Dear." On the desk beside her was a telegram announcing the death of her mother in the far West.

*At Least, the Admiral Couldn't be Accused  
of Verbosity in Orders*

**D**URING the late war, Admiral Sims made a special effort to cultivate initiative in his younger officers. If the following story is not a fair illustration of how well he succeeded, then at least it throws an interesting sidelight on the Admiral's methods.

One day a wireless was received by the Admiral from one of his junior officers, worded like this: "Lost in a fog. What shall I do; return to port, or proceed to destination?"

Back to the floundering young officer came the terse answer—"Yes."

Thinking that the Admiral had misunderstood his message, the aforesaid officer had it repeated word for word.

This time the answer came back—"No."

*The American Council on Education for  
More Efficient National Education*

**B**Y his election as administrative head of the reorganized and expanded American Council on Education, Samuel Paul Capen will at once become one of the most important personalities in the field of national education. His father was Elmer H. Capen, for many years president of Tufts College, Massachusetts, and an important member of the State Board of Education. Graduating from this institution, young Capen studied at Harvard University, the University of Pennsylvania and Leipzig University, Germany, specializing in modern languages. Called to Clark University on his return from Europe, the young scholar taught there until 1914; but during the latter part of this period he had come to be a specialist in pedagogy, school administration and the larger phase of educational development in the United States and throughout the world. So distinct was his superiority in this field that in 1914 he was called to Washington to join the staff of the Federal Bureau of Education, where he has had much to do with the expansion in activity of that important arm of government and in raising its standard of technical knowledge.

When the United States entered into the world conflict he at once was drafted for a most important official service in connection with the national policy on its educational side, and became executive secretary of the commissions on national education of the Council of National Defense. It was an important, large task, and he performed it well. Quite naturally, therefore, he has been chosen to be the first director of the organization that plans to co-ordinate, synthesize, and make efficiently co-operative the universities, colleges, and many educational associations of the country in a campaign for more efficient national education. Mr. Capen is a modest, quiet-spoken, professorial-looking sort of person, who would much rather do things than talk about doing them or having done them. His father was a good deal of a politician in his day. The son is not so inclined. His job is to know "what is what" in education, to mediate between rival policies, personalities and institutions, and get the best outcome that can be had. Part of his new job will be to conciliate, and part will be to veto. Part will have to do wholly with conditions at home, and part with establishing closer relations with educators in Europe among America's allies in the war. He will have to marshal



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SAMUEL PAUL CAPEN

*Newly elected administrative head of the American Council on Education*

about him a staff of aids who can gather and assort material, statistical and theoretical, and in due time create a clearing house for all sorts of information about American education accessible to all legitimate seekers for facts.

*Nathless a Rose by Whatever Name  
Would Smell as Sweet*

**T**HERE is an unwritten law that onions and a United States Senator cannot ride on the same elevator at the same time at the Capitol.

The other day in the Senate Office Building one of the elevators had just started the ascent from the subway with a Senator aboard when the subway bell rang insistently again, and fearing that it was jeopardizing the nation's welfare too much by leaving a United States Senator a few seconds off the job, the conscientious elevator man glided his car back a step or two so as to take both statesmen up at the same time.

But what was his horror to see standing at the door one of the black waiters from the Senate cafe balancing neatly in the

air a large dish of sliced onions. With a glance that would have annihilated this "common carrier" but for the aforesaid, the elevator man slammed the door in the face of such odoriferous desecration, and shot his passenger up to the regions above, the Senate floor, in unpolluted peace.

*American Consular Agent Believes We Should  
Extend Helping Hand to Russia*

WHEN Howard D. Hadley, Consular Agent, who spent eighteen months in Russia, visited Washington, there was a group of interested Senators and Congressmen gathered about him in the corridor to hear his comments on the Russian



HOWARD D. HADLEY

*Who was one of the American Consular officials in Russia during the eventful days of 1918-19. He was arrested by the contending forces five times, but was always promptly released*

situation. It was felt that his information ought to be included in official records. When he had finished, I took Mr. Hadley by the arm and we walked over to the statue of Kosciuszko and under the shadows of this mute effigy, I asked him to tell me the real truth of the Russian situation. Closing his eyes as if reminiscing, he began:

"It was my firm belief and the belief of every American consular official in anti-Bolshevist Russia at that time, and still is my belief, that just a little real help from the Allies and America—forty or fifty thousand troops—would have easily sufficed to enable the sixty thousand Czecho-Slovak troops, the ten thousand Polish troops, the four thousand Serbian troops with the Russians to sweep right thru European Russia, from the Ural Mountains to the German and Austrian frontier, carrying the then straggling Bolshevik army ahead of them back into Germany, the country that enabled Lenine and Trotsky to seize and hold power in Russia. The war was then on and the Allies could not then have been accused, as they

are now, of 'interfering' in Russia. We could have removed the Bolshevik millstone which Germany managed to hang around the necks of the Russians and enabled them to elect and convene a constituent assembly, the one thing the Russians have been struggling, suffering and fighting for for decades.

"Shall we go on indefinitely spending \$1,500,000,000 annually for an army and navy and next to nothing to help the seven hundred million people in Russia and China, making enemies of nearly one-half of the human beings on this globe, or shall we plan to split it up, say fifty-fifty, and spend \$750,000,000 for the army and navy and \$750,000,000 annually to help Russia and China and thus retain and strengthen the warm friendship of nearly half the people of the world?"

*Politicians Beware! The Suffragettes Will  
Get You if You Don't Watch Out*

IDAHO, Kentucky, New Jersey, Rhode Island, Arizona and New Mexico can be added to the list of States having ratified the Federal Suffrage amendment, bringing it up to thirty-two.

"Thirty-two ratifications in seven months is a wonderful record," said Mrs. Carrie Chapman Catt when seen at the headquarters of the National American Woman Suffrage Association. "The Federal Suffrage amendment promises to break all records in speedy ratifications. Already we have more than three-fourths of the States necessary to the approval of a constitutional amendment."

Rhode Island ratified almost unanimously and on the first day of the regular session of the Legislature. Kentucky is the first state of the solid South to break away from the old state's rights tradition and recede to the righteousness of suffrage by the "Federal route." Oregon and Indiana have named early dates for special sessions of their legislatures to enact the suffrage resolution.

*Nine Tailors to Make a Man—  
How Many to Make a Soldier?*

THE United States Army uniform is to undergo radical changes if the judgment of the division commanders and general staff officers is accepted by the War Department in behalf of the improvement.

The officers are practically unanimous for the adoption of the famous Sam Browne belt—that symbol of overseas service which all returning officers discarded with reluctance. The belt proved to be an essential adjunct to comfort and convenience, and certainly it adds a touch of leniency to the formal aspect of our present uniform. The recommendation of officers for this addition is easy to comprehend.

The unbending formality which the Sam Browne belt tends to alleviate should be further softened. The service dress of our army, evolving with the succession of military periods, has kept a decade or so behind the spirit of the times. Its stiff and unrelenting atmosphere would be remedied by banishing the rigid turn-up collar and substituting an open collar similar to the British and Canadian fashion. That uncomfortable and stiff turn-up collar deserves to be proscribed.

It is fitting that we should reflect, so far as practical, the informal spirit of our democracy in the uniform of our army, which has often been in the past and undoubtedly will be in the future predominantly a citizen force.

*The New Year Brings Still More  
Changes in the Cabinet*

CABINET changes have been the order of the day these last few weeks. Carter Glass, appointed Secretary of the Treasury in December, 1918, to fill the vacancy created by the resignation of Mr. McAdoo, was sworn in as Senator from Virginia at the beginning of February to succeed the late Thomas S. Martin.

David Franklin Houston of St. Louis, Missouri, who has been Secretary of Agriculture since the beginning of the Wilson administration, was given the treasury portfolio, and Edwin T. Meredith of Des Moines, Iowa, was named to succeed him as head of the Department of Agriculture.

In selecting Mr. Houston to succeed Carter Glass as Secretary of the Treasury the President ran counter to all guesses



of administration officials, most of whom had expected Assistant Secretary Leffingwell to be given the office.

The resignation of Franklin K. Lane as Secretary of the Interior, so long impending, also became an accomplished fact early in February, when the President accepted his resignation, to become effective March first. John Barton Payne, chairman of the United States Shipping Board, has been chosen by the President to succeed Secretary Lane.

Robert Lansing, who has been Secretary of State since 1915, relieved the tension of the strained relations existing between the President and himself by tendering his resignation on February 12. Under-Secretary Frank Polk was made Secretary *ad interim*, pending the appointment of a successor.

*Democratic Congressmen in Caucus Declare  
Against Universal Military Service*

THE fate of any measure for universal compulsory military training, during the present session of Congress, seems definitely settled by the decisive vote in opposition at the caucus of the Democratic members of the House on February 9.

In open defiance of the express wish of the President, the House Democrats went on record as opposed to universal military training by the overwhelming majority of 106 to 17, despite the fact that earlier in the day the President, in letters to Democratic leaders, had asked that action on the question be withheld and left to the Democratic National Convention in June.

"It is the sense of this caucus," declared the resolution adopted by the Democrats, "that no measure should be passed by this Congress providing for universal compulsory military service or training."

While the vote of the caucus is not binding on the Democratic membership of the House, it is interpreted as precluding any possibility of universal training being incorporated in the army reorganization bill that will shortly be brought before Congress, as it is quite apparent that there are not enough Republicans who favor universal training to force its inclusion in the reorganization bill. As Mr. Mondell, the Republican floor leader is violently against the proposition, together with many other Republicans in both branches of the government, the measure can hardly be said to come under the head of party politics. Nevertheless, it is anticipated that both Senate and House will have to vote on the universal training proposal, for it is included in the Senate bill, and Representative Kahn (Republican) of California, chairman of the House Military Committee, which is framing the House bill, has expressed his intention of pressing adoption of the plan.

*New Secretary of Agriculture Will be  
Popular Among the Farmers*

WHEN Edwin T. Meredith was appointed Secretary of Agriculture, an honor was bestowed upon the state that had already done so much for the department thru Secretary James E. Wilson, of Iowa, who might well be called "father of the department." Iowa is distinctively an agricultural state, and Edwin T. Meredith, as publisher of a farm paper, has long been recognized as a potential leader in that field. He made campaigns for Governor and Senator that were not successful, but with editorial persistence he went right on doing his work as if some day he expected something and was going to get it.

Edwin Meredith at forty-three is one of the youngest members of the cabinet, but his life activity has covered more ground than many of five score. His early struggles in building up his paper, *Successful Farming*, is an adventure story in itself. He foreclosed on success by using the name. His level-head, sound judgment and matchless qualities of leadership soon brought him to the front in other fields of activities. As a member of the Federal Reserve Board, as a member of the Labor Mission sent abroad by the English government, and as president of the Associated Advertising Clubs of the World, he was equal to every demand. The appointment is not only merited thru service to his party, but one that will find hearty approval from a legion of personal friends outside the Democratic party. While the choice may have had a political

purpose to indicate a number of other choice appointments to be anticipated as "favors to come," it cannot help restoring confidence in the department by the farmers who were not enthusiastically drawn to Secretary Houston's academic ideas.

Edwin Meredith is a real farmer in thought and training. He sees things in the practical way of those who till the soil.



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DAVID FRANKLIN HOUSTON

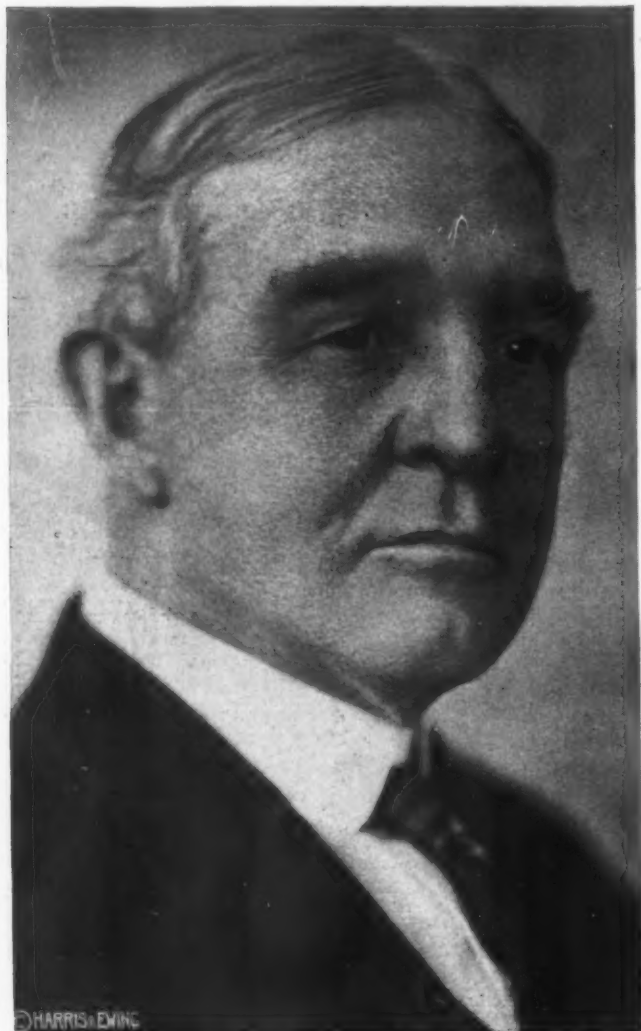
*Secretary of Agriculture since the beginning of President Wilson's administration—lately appointed to the Treasury portfolio in place of Carter Glass, who retires to become Senator from Virginia*

Born in Iowa—educated in Iowa—living in Iowa—he knows cattle, hogs, and the successful phases of modern agriculture. His wide travels over the country and abroad has found him an observer who applies observations. I have seen him wrestle with French in Paris, stutter with Italian and gurgle with the British accent, but he knows how to clearly say just what he means and he means what he says at all times. A genial and considerate man, the Wilson administration may have some degree of popular favor for the party in the sunlight of Meredith's popularity and recognized ability.

*Article X Remains a Fruitful Subject  
for Illuminative Discussion*

BATTLEDORE and shuttlecock is a good old game recalled by the conferences of Senators on the League. First it was, and then it wasn't. The "Battalion of Death" stood pat and rode bravely into the valley of criticism without even a suggestion of "Half a League, Half a League," to paraphrase Tennyson's "Charge of the Light Brigade." There were the mild reservationists, and the other classification, with temperatures not defined as "fair and warmer." In and out of the

conference rooms passed Senator Hitchcock, the administrative burden bearer of messages, with his brow wrinkled as if trying to solve a knotty problem and get a satisfactory answer. Senator Lodge, with his Republican cohorts, found the path thorny with threats of bolt and defect. The patriots appeared with "petitions by the ton" which were *en bloc*, representing organizations of large membership, signed in bulk, with little flavor of



JUDGE JOHN BARTON PAYNE

*General Counsel for the Railroad Administration and Chairman of the United States Shipping Board, who has been chosen by the President to succeed Franklin K. Lane as Secretary of the Interior*

individual determination. Never mind—it was called the voice of millions, and *vox populi* was again entwined as the sovereign ruler supreme. In the meantime Article X went a-glimmering—even the William Howard Taft version was refused by the intensified Americans—and the more people think about it the more certain they are that Article X should be marked with two cyphers instead of one. History will record a brave fight to save American Nationalism in the Peace barter.

*Pretty Tough on Kentucky Colonels—  
What? We'll Say So*

AFTER meeting William Jennings Bryan on another of his historic "come-backs," I saw one of his friends and devout admirers coming from the Supreme Court, and he commented: "Old John Barleycorn is having a hard road to travel these days. The decision of the Supreme Court sets forever at rest the constitutional right of the people to banish the liquor traffic. There has never been an unfavorable decision by the Supreme Court on the liquor question, and the unanimous voice of the highest tribunal of the land leaves little ground for hope that the saloon will ever again become a legalized American institution. Foreigners are amazed at the manner

in which the United States adjusts itself to the radical revolutionary sweep of prohibition. Some of these are returning to their native shores in disgust, counting liquor the important part of life in America. But Americans go on and take it as a matter of course, as they did during the war."

Future generations will grow, scarcely knowing just what baneful influence the liquor traffic has had in previous years, and a cocktail will soon seem to be a relic of pre-historic ages. Other evils may take its place. The wholesale slaughter thru wood alcohol, and adulterated products, will have a tendency to make people shun whiskey and alcohol as they would a poison, and alcohol is being eliminated in medical use and for the preparation of extracts and other commercial uses.

The records of the courts, prisons and the alms houses, to say nothing of the steady reduction of crime, tells the story emphatically. The pre-eminence of America in the industrial activities is more fully assured thru a sober nation. Savings deposits increase and social problems are solving themselves.

Prohibition did not come wholly thru agitation of the Anti-Saloon League, as slavery was not abolished wholly thru the work of abolitionists. The bettered condition of the workingmen and of the average American is coming not wholly thru wild and radical agitation, but rather because of an evolution providing conditions for each one to better work out their own destiny according to their ability and industry, and tyranny, whether in monarch, creed, race or class, must meet the fate of all tyrants.

*Hoover Says Government Operation  
of Railroads a Failure*

HERBERT HOOVER, in his inaugural address as president of the American Institute of Mining Engineers, at New York, expressed his opinion that the return of the railroads to private ownership on March first will mean the placing of private ownership on its "final trial."

Mr. Hoover attacked government operation of either railroads or shipping as "experiments in socialism necessitated by the war," to which there were many fundamental objections.

"No scheme of political appointment," he said, "has ever yet been devised that will replace competition in its selection of ability and character. Both shipping and railways have today the advantage of many skilled personnel, sifted out in a hard school of competition, and even then the government operation of these enterprises is not proving satisfactory.

"Therefore, the ultimate inefficiency that would arise from the deadening paralysis of bureaucracy has not yet had full opportunity of development. Already we can show that no government under pressure of ever-present political or sectional interests can conduct properly the risks of extension and improvement or can be free from local pressure to conduct unwarranted services in industrial enterprise."

After referring to the handicaps imposed upon business thru the failure of transportation facilities to grow with the country, Mr. Hoover said: "The return of the railways to the owners places private operation upon its final trial. If instant energy, courage and large vision in the owners should prove lacking in meeting immediate situation we will be faced with a reaction that will drive the country to some other form of control."

*United States Will Not Accept Pact With  
Adriatic Plan Attached*

THE President has informed the allied supreme council that if the proposed Adriatic settlement to which the American government is not a party is put into force the United States might have to consider withdrawing the treaty of Versailles from Senate consideration.

The President's communication was not in the nature of a threat, but was merely a statement of a situation in which the United States might find itself if asked to subscribe to agreements it had no hand in making and to which it is opposed.

The explanation was made in official quarters that the League of Nations was to be the instrument for enforcing various agreements as to boundaries and the like and that if the United States became a party to the treaty of Versailles it thus would be subscribing to the enforcement of agreements to which it had not given either its approval or consent.



Who for President?

# Why Not Coolidge

*The Question Answered by New England People with a Logical Candidate Representing a Dominant Issue*

**N**ATURALLY we look back to the things that have happened, to vision what may happen again, in the theory that history runs in cycles. In 1896 Marcus A. Hanna, a business man, became a president-maker. He felt William McKinley should be the nominee of the Republican party, to assure the prospects of electing a Republican candidate and relieve the distressing industrial conditions thruout the entire country with a practical, constructive business administration.

His first move was to inquire of the people "Who is the logical candidate?"—and then he proceeded to answer it. William McKinley was pointed out as chairman of the Ways and Means Committee and father of the McKinley bill as the tried and tested leader in the campaign for a tariff to protect American industry. He was declared as "the logical candidate" to represent the paramount issue. Hanna was the original "campaign of education" political leader. He also helped the people to observe that nearly every successful nominee on a presidential ticket were state governors elected by overwhelming majorities, indicating the turning of the political tides. McKinley had been elected Governor of Ohio after he had been gerrymandered out of Congress, which emphasized this particular point.

The campaign for nomination was analyzed in the following order:

First, the logical candidate representing the paramount issue.

Second, the home endorsement as governor of an important state represented the candidate's pace in a political race.

Third, capacity for talking to people in brief, lucid and clear speeches, reiterating convincingly the basic principles of Americanism.

Fourth, that the people should come to the candidate rather than that the candidate should go to the people.

With these four propositions, Marcus Hanna proceeded to direct his campaign for William McKinley. With characteristic energy and concentration of purpose—he succeeded. The nomination marked a turn of the fortunes of the Republican party in a situation similar to that of the present time. Roosevelt, overwhelmingly elected Governor of New York, had presidential hopes. He, in turn, named William Howard Taft as his successor. Taft, however, was defeated for a second term by Woodrow Wilson following his victorious election as Governor of New Jersey. Grover Cleveland was discovered after he had been elected Governor of New York with a sweeping majority.

The thought comes to mind again, where is a good winning Governor?

Presidential campaigns open with a presentation of favorite sons which continues hopefully until the process of elimination begins, and then all eyes turn to "the logical candidate" in the decisive moments of the national convention.

Residents of New England are met with the question, "who is the logical candidate?"—and New England's reply is Calvin Coolidge. He boxes the compass on the four points required for a successful nominee.

First: He is the logical candidate, and represents the dominant issue of the country in his firm stand and action in the police strike as a leader for law and order and true Americanism.

Second: Elected Governor of Massachusetts by the largest majority ever given a governor in a state, swinging from one party to another, qualifies as a vote-getter.

Third: His speeches and addresses are expressed in a language that the people understand, and clarify the pre-eminent issue of the hour in a way that suggests McKinley's famous front porch addresses.

Fourth: The modesty of Governor Coolidge in all his epoch-making deliberations indicate that the people will come to him. Altho living in New England, (Continued on page 38)



GOVERNOR CALVIN COOLIDGE OF MASSACHUSETTS



# Bing's Bubbles

By RALPH BINGHAM

## Home-made Epigram

**T**IPPING the hat to a girl makes her smile, but tipping the hat girl makes the proprietor smile.

## High Society Note

**S**IGN in window of women's-wear store: "All dresses one-half off."

## "Second Coach in de Reah"

**W**HAT'S become of the o. f. mathematician who could figure out a meal on a diner inside of two bucks?

## The Village Cut-ups

**A**T a small town on the Wabash, in Missouri, they are using an old passenger coach, built 23 B.C. as a station.  
"Where's your depot?" I asked the agent.  
"We used to have one," he replied, "but the boys whittled it down."

## Indoor Sport

**H**E'D tramped the whole world over,  
And now he'd ceased to rove  
And sat with his feet in the oven  
Of the dear old kitchen stove.  
His mother stood beside his chair,  
His pal since he was born.  
"Are you warming your feet," she whispered,  
He said: "No'm, just popping corn."

—Rhyming Rufus.

## One of the Flock

**I**N Huntington, West Virginia, Lady Bing and I were out sleuthing for Uncle Sam's mail store. Seeing a bright and intelligent-looking boy acting as a pillar to Huntington's skyest scraper, I said to him, "Where's the postoffice?"

He expectorated a yellow flood, and replied slowly, "Thar's one right over thar."

And so thar war.

## Famous Sayings of Famous Men

**W**ILLIE JEFFERSON: "Like a movie queen, she was blue-eyed, true-eyed and peroxide."

## Put Your Spoon in Your Saucer

**T**HERE was a young Reuben from Zoar,  
Whose actions at table were poor.  
His coffee he'd sup,  
With his spoon in his cup,  
Nor thought once of "shipping his oar."

—Limerick Lew.

## Finigan Still at Large

**D**EAR STRICK GILLILAN: Flanagan is now the C. & O. depot master at Logan, West Virginia. Y're welkim.

## Art is Art

**"N**O," said Uncle Henry, the one-armed fiddler, "it may not be 'zactly watcher call a elevatin' job, but no movie ticket seller is as bad as she is painted."

## Moving Picture Notes

**T**HE Cataract Film Company will soon release a new club serial in twelve episodes, entitled: "The Posted Toastie," or "Back in His Dues," by Straight N. Upp.

The Favorite Feature Films of Flushing will shortly produce a five-reel terpsichorean play featuring the famous French dancer, Mlle. Fulle R. Peppe, entitled: "She Shakes a Nifty Douglass." (Passed by the Ouiji Board of Censors. Directed by Glass I. Brow.)

The Biteagraph is soon to release a mystery serial, entitled: "The Missing Spark Plug," or, "Hitting on Three," by Flax C. Doyle.

## Bugracious

**T**HEY must have cooties in Russia,  
Quoth little Rita Rich.  
For every day the war news speaks  
Of General Yudenitch.

—Oscar Driver.

## Bubbles' Temple of Fame

**F**RANK PEA JOHNSON of Cedar Rapids nominates for the Temple to handle all funds of the Temple, and to pay all bills: "Will De Lay" of Cedar Rapids, Iowa. Elected without a Murmur.

## A New Heart Throb

**T**HIS here now Ed Vance Cook, the pote, is at work on a timely song entitled: "She Was Only a Moonshiner's Daughter, But Oh How I Love Her Still."

This here now Al Sweet will decompose the tune.

## Pharmaceutical Phollies of 1920

**T**HE St. Louis drug stores are putting up the best cabarets, tho the Kansas City pill emporiums have a shade the best dance floors. Both have "side doors for ladies."

## For Sale Cheap

**A**GENTLEMAN expecting to leave Washington shortly, wishes to dispose of "House" and "Lodge" cheap. Address W. W. Adv.

## Will Do It Every Time

**A**WAIL of toe just received from a friend of mine, a bank cashier in Texas, says: "And I was elected superintendent of our Sunday School, and it started a run on the bank, etc."

## At the Grand Central Station

**T**HIS the train for Chicago?"  
"All Pullman?"  
"No, sir, New York Central."

## Just Suds

*For Sale:* One bartender's guide, almost new.

*General Sports:* Knocking Wood.

*Optimistic Observation:* There wasn't room in my cellar for coal anyhow.

*Detour:* The most heart-breaking word in the language.

Many a man has traded an engagement ring for a yellow clarinet after tasting lip paint for the first time.

*Feminine Political Trail-blazers***Pioneer Women of Democracy**

*Altho a Woman to the End of Time, a Woman is Now a Vote. And with the Vote She Comes Into Full Citizenship, into the Enjoyment of Equal Rights of Person and Property*

By MAYME OBER PEAK



EXT to a new bonnet, I don't believe there is anything more pleasing to a woman's vanity than being the "first woman" to do so-and-so!

When the Democratic National Committeemen came on to Washington in January to attend the Big Meet, and incidentally, the famous Jackson Day Dinner, in getting a "close-up" of these pioneers of national politics, I found this pride in trail-blazing standing out head and shoulders above the final victory.

There was Mrs. Teresa Graham, associate national committeewoman from Idaho, for instance, enjoying the distinction of being the "first woman" in the United States to sit officially with the National Committee of the Democratic Party to launch a campaign resulting in the re-election of a president. She was the "first woman" from Idaho to be sent as a National Delegate to a convention of the Democratic Party, attending that held in 1916, and was appointed a member of the committee to notify President Wilson and Vice-President Marshall of their re-nomination.

Having always taken a prominent part in the public affairs in her native state, however, also serving as a member of the Minimum Wage and Industrial Welfare Commissions, the National Council of Defense and Executive Board of the Red Cross, Mrs. Graham is used to leadership, and carried off her honors gracefully.

Running her a close second, was Mrs. Gertrude Lee, associate national committeewoman from Colorado, who waged a successful fight for the election of precinct committeewomen in the primary, and who was in 1912 elected a Presidential elector. Mrs. Lee was not only the "first woman" elected to that position from her state, but the "first woman" in the United States to be appointed as associate national committeewoman.

\* \* \*

Miss Florence Allen, associate national committeewoman from Ohio, was the "first woman" ever asked to address the Ohio Bar Association, and the "first woman" lawyer who appeared before the National War Labor Board, in behalf of the women street-car conductors of Cleveland. She was also appointed last spring to sit as arbitrator in a dispute between the Cleveland Railway Company and its employees, having been chosen by the men for this most important mission. Miss Allen is now Assistant County Prosecutor. She was admitted to the Ohio bar in 1913.

Her sister committeewoman, Mrs. Maud Murray Miller, of Columbus, Ohio, president of the Democratic Woman's Council, who has served her state in official capacity under the administration of five governors, both Republican and Democratic, and who was instrumental in securing municipal suffrage for the city of Columbus two years ago, also occupies a unique position. In 1913, Ohio passed a law creating a moving picture board of censors—the first state to enact such a law, and Mrs. Miller, appointed by Governor Cox as a member of this board, is the "first woman" who ever served as a moving picture censor. She has been re-appointed continuously since that time, and has rendered striking service to the state of Ohio in this capacity.

Mrs. Miller is also a woman of marked literary attainments, having been a member of the editorial staffs of both the *News* and *Columbus Dispatch*. Altho "bawn and raised" in Alabama, she has not nursed the traditions of the South in regard to woman suffrage, but has broadened her vision to



MRS. GEORGE BASS  
Chairman of the Women's Bureau of the Democratic National Committee





MRS. PETER OLESON  
Associate Democratic Committeewoman from Minnesota

take in the whole field of woman's opportunities and aided in its cultivation and development.

Mrs. John W. Troy, associate national committeewoman from Juneau, Alaska, wife of the editor of the *Alaskan Daily Empire*, and conceded to be one of the handsomest members of the committee, was the "first woman" known in her immediate locality to kill a bear—and it happened to be a big twelve-foot Kadiak.

Mrs. Troy doesn't look any more like a bear-killer than the average suffragette looks like the bold, aggressive type man has been wont to paint her, but that bear just naturally got in her path one day when she was in a hurry, and she couldn't stop to argue. Think you that a woman who can sweep out of her path obstacles like that would ever have let a little thing like the vote stand in her way!

Mrs. Ellis Meredith, of Colorado, in charge of organization division of the woman's national headquarters at Washington, and also an authority on legislative procedure, was the "first woman" hat-raiser. She it was who, shortly after suffrage was granted her state in 1893, suggested that women should take off their hats in the theatres, and not only was the suggestion carried in Colorado, but was taken up by other states and enacted into law. It is this little woman who has made it possible for all men—long and short—to see the stage without committing the old offense of "Madam, would you mind removing your hat?" when every man jack of them knew that madam would indeed mind nothing quite so much as doing this very thing!

Mrs. Meredith was also the "first woman" and the only woman to serve as election commissioner of a big city, to which position she was three times elected in Denver.

Miss Charl O. Williams, associate national committeewoman from Tennessee, conspicuous among the Southern contingent, stood out as an educator of national reputation. She has served as secretary of the Department of Superintendence of the National Education Association, is state director for Tennessee in the same organization, and secretary of the Department of Rural and Agricultural Education.

Miss Williams is also vice-president of the Tennessee Public School Officers' Association, and chairman of the executive committee of the West Tennessee Teachers' Association. She served with great success as the County Superintendent of Shelby County, and was appointed by Governor Roberts a member of the Text Book Commission of the state. Seems to me those are enough positions for any one woman to hold, but, as somebody has wisely said, it is only the busy woman who can find time to do things!

Mrs. Peter Oleson, associate national committeewoman from Minnesota, bears the distinction of being the only woman who



MISS MARY E. FOY  
Associate Democratic Committeewoman from California





MRS JOHN W. TROY  
*Associate Democratic Committeewoman from Alaska*

spoke at the Jackson Day twin dinner, her subject being the significant one of "Ideals in Action." She has taken an active part in club life ever since she left college, and for a number of years was president of the Minnesota Federation of Woman's Clubs.

At the club meetings, Mrs. Oleson began her public speaking career, which developed into such prominence that when the war broke out and women speakers were in demand, she was called on to speak for many of the war organizations. On the occasion of a big bond drive at Springfield, Minnesota, this little mite of a woman spoke one night to an outdoor audience of fifteen thousand people, making a most tremendous hit.

Miss Mary E. Foy, associate national committeewoman from California, and a native of Los Angeles, is also something of a speaker, for 'twas her silver tongue (and I have no reference to that hundred-thousand-dollar bonus either), that painted the glories of her state so vividly that she had the members of the Democratic National Committee basking in the glorious sunshine tempered by ocean breezes, smelling the roses that bloomed the whole year 'round, and vowing that under none other than California's perpetual blue dome would their national convention be held.

I'll say that Miss Foy was keenly alive to the advantages of her state, and even more than the usual booster, but she brought a good bit of the charm of her wonderland with her and had a face like a sunbeam herself. She, too, is an educator of note, and was a leading figure in the campaign which gave the vote to the women of California nine years ago. She has

been a force in the Democratic Party, serving as presidential elector on the Democratic ticket in 1912 and as delegate to the National Convention at St. Louis in 1916.

Over all these associate national committeewomen presides Mrs. George Bass, of Chicago, chairman of the Woman's Bureau of the Democratic National Committee. Mrs. Bass has not only taken a most prominent part in the suffrage cause, but on account of her activities in every phase of civic life—clubs, courts, social settlement work and schools—is known



MISS CHARL O. WILLIAMS  
*Associate Democratic Committeewoman from Tennessee*



MRS. MAUD MURRAY MILLER  
National Committeewoman from Ohio

as a second Jane Addams. She has furnished a large part of the motive power for the enactment into law of much beneficial legislation for the betterment of women and children; was instrumental in securing the passage of the Juvenile Court law, and was one of the original group of women who financed and organized the Juvenile Court of Cook County. She stood back of Mrs. Ella Flagg Young in the Chicago school fight, championed the municipal playground system and free bathing beaches, and was the first agitator in the successful movement to open the public schools to the people for evening meetings.

Mrs. Bass was also one of the originators of the civic music movement; served as president of the Chicago Women's Club, and was one of the big factors in the passage of the suffrage act by the Democratic Legislature of Illinois. So prominently did she stand out, not only by reason of her broad activities and courageous leadership, but by a forceful personality and an intelligence that was described as "grasping the whole significance of a situation while other people were merely glimpsing the edges," that in 1916 the Democratic Party placed her in charge of the Woman's Bureau in the presidential campaign of that year. This bureau, with headquarters in Chicago, directed the organization of the woman's vote in the suffrage states, and with the lady of Illinois at the head of it, "unafraid of man, devil or anti," the vote in these particular states showed such increased strength as to bring showers of congratulations to the hand that had so capably taken hold of the wheel and helped steer the old ship to victory.

So did the Woman's Bureau become a part of the permanent organization, and the woman's vote an important factor in the political campaign now being waged. Altho a woman to the end of time, a woman is now a vote. And with the vote, she comes into full citizenship, into the enjoyment of equal rights, of person and property.

No wonder those who chopped thru the thick undergrowth of tradition and prejudice to clear the way for this newcomer feel proud to see the light shining thru at last! I take off my hat to these "first women." "What 'o! But they're a bit of all right, I s'y!"

## EXPEDITING BOSTON'S MAIL DELIVERY

WHILE in London during the war the expedition of mail delivery was a marvel to Americans, even in the days when there was a shortage of help, a large amount of the mail matter being handled by women and elderly men. The largest city in the world divided itself into postal stations, and fashionable traditional localities submitted to a numerical division that threatened to blot out endeared names. No matter whether it was Hyde Park or Cheapside, the number was the reason for delivery of mail.

The confusion in the delivery of mail in Boston has worked a hardship and a great loss to individuals, as well as merchants and manufacturers. Over one-half of it is received by a thousand firms, indicating that the co-operation of these firms must come first to do much to facilitate the new plan proposed of adding a number, which indicates a district, rather than changing to distinguished Brookline or charming Chelsea. Putting on the numbers requires a second of time—but it saves hours in delivery. Some dignified firms have felt that it was humiliating to have their address identified with a mere number suggesting a police station, or feeling that it might suggest a mail order address, but the sentiment generally was favorable. These are times when we have to consider everybody as well as ourselves alone, and, as far as I am concerned, I feel it is much easier for our correspondents to put on "Boston 25," than "Upham's Corner," for at Upham's Corner some far-distant correspondents fancied we were located at a

historic cross road. The matter of mail deliveries made us think so, too, for we are as far from Upham's Corner as we are from the Boston Post Office, and have no street car facilities for getting there, and a walk of ten or fifteen minutes to the post office is a suggestion of village days.

The postal authorities have certainly indicated the right kind of spirit in taking this matter up and pushing it thru. The Chamber of Commerce, thru its special committee, soon reconciled business houses to having their letter heads emblazoned with numbers that cannot easily be forgotten, indicating their postal station in Boston life. It will soon become a habit. The exhilarating activities of today are made possible because of the use of numbers. The constant use of telephone numbers, hotel registers, pay rolls, car numbers and voucher numbers indicates that everything to be properly systematized must be numbered. We have reached the age of numbers, and the Book of Numbers is popular during rush hours at telephone booths.

Co-operating heartily and actively with the effort of expediting the delivery of mail matter will save time worth millions. The distinction of being the first city in the United States to adopt the numbered system only follows out the tradition of Boston as a source of initiative impulse of business men to cheerfully accept their part assigned thru the suggestion of the Boston Chamber of Commerce to give the "Hub" the best mail service of any city in the U. S. A.

*Makes Walking a Pleasure***Fitting Shoes for Millions***Boston Shoeman Helped the A. E. F. March on to Victory  
by Applying His Knowledge of Correct Shoe Fitting*

WHEN Elmer Jared Bliss was awarded a Distinguished Service Medal by the War Department in recognition of his work in equipping the troops with shoes, it was an honor well deserved. It was Napoleon who said that one of the first essentials of a victorious army was that they must be well shod. In the haste of equipping the millions of soldiers, the question of a fit was not always of first consideration. During the war I chanced to come in contact with Mr. Bliss and his activities. It was then that Mr. Bliss, coming in touch with the crying necessities of the situation, invented and developed the Resco foot-measuring and shoe-fitting device, which altho representing an expenditure of fifty thousand dollars, he presented gratis to the Government. He prevented many a limp in the line of march in France, a fact well known and appreciated by our soldier boys.

During the days when every step forward counted in those last drives, he was sent for by the War Department and urgently requested to go to France and help train army officers in the science of correct shoe-fitting. The selection was a most fitting recognition of a man known the world over as a shoe expert. Nearly thirty years ago Elmer J. Bliss initiated a new era in shoe architecture as well as shoe merchandising. As a traveling man he observed customers as well as dealers. Nowhere could ready-made shoes of assured style be obtained. Customers desiring to have distinctive footwear had to have their shoes made. This was the beginning of the world-famous Regal Shoe.

The first store was opened on historic Church Green on Summer Street in Boston. The second store was opened in Washington, D. C., and now over sixty stores in all the large cities utilize the standardized service and efficient methods begun in that first store under Mr. Bliss' direct supervision. From these stores radiated a tremendous mail order business until there was scarcely a city, town, village or hamlet that did not have a wearer of Regal Shoes.

Some years later Mr. Bliss realized that he must produce as well as sell his goods in order to carry out his ideals, and factories were established at the towns of Whitman and Milford, Massachusetts, and Toronto, Canada, that have become famous for their creations in footwear.

The methods and plans adopted in the Regal Shoe business foreshadowed the era of merchandising efficiency that followed in other lines of business building up a chain of stores. Mr. Bliss is the personification of initiative. He has truly the inherent Yankee inventive genius carried in the *nth* power, co-ordinated with a sales ability unmatched. He invented the famous "Nature Doctor Shoes," and was the first manufacturer to apply scientific study of the foot in its relation to the shoe, and many millions who have escaped corns, bunions and fallen arches rise up to call him blessed.

While always attending closely to his business, few men have given more of their time and energy to outside interests. As president of the Boston Chamber of Commerce, he put the organization on a thoroly systematized and effectively organized basis. As president of the Massachusetts Society of Industrial Education, he applied the same aptitude as in his business for obtaining results, and shoe education is no longer a mere tradition of the cobbler's bench.

Born on Martha's Vineyard, Massachusetts, he naturally loved the sea, and his love of yachting and trim clipper ships was revealed in the genius that planned the stylish Regal Shoes. He not only owned the yachts but he sailed them,

and his thrilling race to Bermuda and return is a chapter of adventure in the annals of the Eastern Yacht Club.

When he was called to France after the Armistice, he was soon able to solve perplexing problems and accompanied the



ELMER JARED BLISS

*World-known maker of the "Regal" Shoe*

Army of Occupation to Germany, watching and observing the soldiers as they marched, and his genius alleviated the sufferings of many a footsore soldier. There seems to be no emergency that Elmer J. Bliss is not equal to. It was under his direction that the sufferings of the unfortunate people were alleviated after the great earthquake in San Francisco. In all civic duties and responsibilities, he has displayed the same alert and aggressive ability as in the (Continued on page 45)



# Musique Picturesque

*The Like Not Heretofore Produced*

By ROBERT BERTON

**F**IFTY years before Queen Isabelle was convinced by Columbus that an America was waiting to be discovered, printing with movable type was begun by one of four contestants for that honor, whose names are too long and irksome to remember. After that, movable type was used in printing literature and music.

In 1459, one publisher of music was indicating melodies by placing stave lines in the proper positions on the staves, but without notes—his idea being that each user could pen in the notes to suit his or her (mostly his, no doubt), own taste.

I saw a piece of music that was published in 1473, in which the melody was marked by square black blocks arranged in succession on the proper staff lines and spaces. These notes had no stave lines. The publication had never come into the possession of anyone who cared to complete the notes by inking in the staves.

If you want to know what the tenor in Queen Isabelle's quartette contended with, take a song like "The Rosary" and write it out in black squares with no dissimilarities to indicate its rhythm, and see how effectively you lose a majestic melody.

Long after type-printed literature was on its first laps to the present age of enormous editions, type-printed music was still trying to gird its loins.

So Thomas Cross shot his business forward with a bound, when in 1683 he began to print music from engraved plates, incidentally, revolutionizing England's music publishing trade.

Since Cross, the greatest bulk of music has been printed by the process of engraving. And this method has remained exactly the same for over two hundred years.

Artists talked thru the medium of pictures long, long before Moses delivered the Ten Commandments. And they have been talking more copiously thru that medium ever since.

People like pictures. For that reason they pay the costliest talent in the country to appear continuously before them in the "movies." And they bend their attentions late into the night reading modern illustrated literature.

Printed word matter of the past two or three decades has abounded in illustration. The mediums of the artist and the engraver have been used to interpret pictorially (and thus to humanize as no other medium can), the contents of books, magazines, periodicals and newspaper supplements.

Meanwhile, the music lover has been living with lines and dots on blank white pages. The appearance of printed literature has improved in attractiveness decades ahead of the appearance of printed music.

There are some exceptions in printed music books, especially for children. Moreover, publishers of sheet music have availed themselves of the designers and engravers in preparing the title pages of their publications. (And some beautiful covers have resulted.) But heretofore they have stopped there.

Two songs have just been placed on the market, which are illustrated, inside and out, by Jessie Gillespie, the magazine illustrator. Printed in colors, they establish a new standard for sheet music publication.

These songs are "I Never Knew" and "Maybe." They are from the pen of Bertrand Brown.

It is pleasing that the first use of illustrations in sheet music are in connection with ballads like these—so simple and human in their sincerity. They rise to a high plane of emotional expression and would have succeeded on their own merits without the illustrations. But published as they are in this

attractive manner, they are certain to find their way into the repertoire of all ballad lovers.

"Music achieves expression which is outside the realm of verse; verse, expression which is outside the realm of music; and design, expression which is outside the realm either of music or of verse. *Musique Picturesque* (which is the trade name for this new series of publications), blends these three arts—music, verse and design—aiding them to combine one with the other on



BERTRAND BROWN

*The composer who believes that sheet music should be illustrated inside in the same manner as magazine articles. And his new songs, "I Never Knew" and "Maybe," put his theories into pleasing practice*

a common plane of artistic expression, where *ensemble* they create emotions beyond the reach of either alone or of either in combination with an other."

"*Musique Picturesque*" is being distributed by Harold Flammer, New York.



## Where Druggists are Trained

## Triumph of Modern Pharmacy

*The Massachusetts College of Pharmacy, one of the Oldest and Best in the Country, in its Palatial New Home, the Generous Gift of George Robert White*

**I**T is a far cry from these days when Pharmacy trips blithely along the path of progress ever guided by the torch of Science and alleviating the troubles of mankind, back to those days when, ages ago, Pharmacy first tried to push past the forbidding barriers of the charlatans and alchemists who enslaved the people of the earth with their fanciful antidotes, prescribed thru ignorance and begotten of superstition. Such thoughts are impressed upon one as he approaches the portals of the magnificent new building which houses the Massachusetts College of Pharmacy, for the massive bronze doors, the gift of George Robert White donor of the building, are masterpieces of the sculptor's art, and depict these stages in the progress of Pharmacy, with the finest details exquisitely wrought, and they create in the visitor a receptive mood for the wonders which a tour of the building will reveal.

Pharmacy, tho it travels in cycles, has progressed far thru the ages. Its fashions change as surely as do those of milady's wardrobe. Science rejecting the elements of no value, and, with an increase in knowledge, retaining and improving and remodelling the parts of worth. So it is that we find *materia medica* starting when remedies were made from parts of animals which possessed the desired traits. This fanciful use of the lower classes of the earth's population has long since ceased to be in the civilized world, but knowledge has brought the realization that these same animals can furnish invaluable remedies, for we have derived from them our present day biological products such as the vaccines, anti-toxins, and serums. The cycle is complete, but now Science guides us instead of superstition.

In olden times there was no distinction between practitioners of medicine and of pharmacy, and such crude surgery as was practiced was done by barbers, but as the *materia medica* increased in variety and complexity to include animal, vegetable, and mineral products, the art of procuring and preparing medicines came to be recognized as a separate branch of medical work, and its practitioners came to be called apothecaries or pharmacists.

This occurred at or near the end of the middle ages when there was a great revival of learning, and pharmacists were soon recognized among the leaders in the development of several branches of science. One of these, Carl Wilhelm Scheele, a Swedish pharmacist, was probably the greatest chemical discoverer of all time.

In the new world, Pharmacy was soon established, for in 1633, as the public records of Boston show, Giles Firmin, Senior, apothecary from Sudbury, England, came across the water in the same ship with the Reverend John Cotton. The earliest shop mentioned in the records is that of William Davis, in 1646, near which four years later the town pump was set up on Washington Street just north of the head of State Street. On December 20, 1721, Dr. William Douglas wrote that there were fourteen apothecary shops in the town. When the stirring days of the Revolution overtook the town of Boston, Dr. Sylvester Gardiner had the most extensive druggist's trade in all New England. When his stock was confiscated for the use of the Continental Army after the evacuation of the town by the British, it is said to have filled twenty-five wagons. In those days practitioners dispensed their own medicines, and it was not until November 8, 1786, that the first known effort to improve pharmacy by law was made by the action of the Massachusetts Medical Society in petitioning the

Legislature to prevent in every possible way the sale of bad and adulterated drugs.

Owing to the increased interest in pharmaceutical science excited among physicians and apothecaries, incident to the preparation, publication and general adoption of the first United States Pharmacopœia in 1820, a committee was appointed in Boston in 1822 to draft a constitution and by-laws for the formation of a pharmaceutical association. Their report was adopted at the formal institution of the Massachusetts College of Pharmacy in February, 1823. The assigned objects of this association were:

"... to provide the means of systematic education, to regulate the instruction of apprentices, to promote a spirit of pharmaceutical investigation and to diffuse information among the members, to discountenance the sale of



ANCIENT EMPIRICAL PHARMACY

MODERN SCIENTIFIC PHARMACY

THE IMPRESSIVE BRONZE DOORS



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OFFICERS OF THE MASSACHUSETTS COLLEGE OF PHARMACY

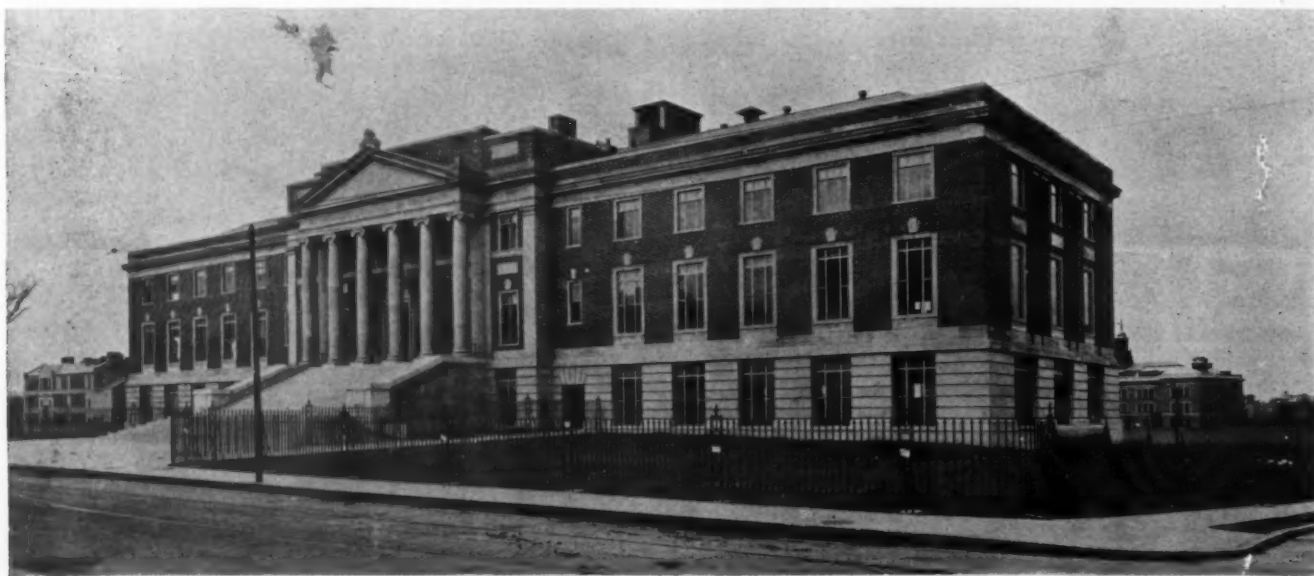
spurious and inferior articles, to regulate the business as far as practicable and consistent with our social institutions, to cherish habits of friendly intercourse, and, in general, to advance the character and interests of the profession."

Meetings of the College were held semi-annually at first and then quarterly, and appropriations were made for the library and for cabinets, and collections of books and of specimens were begun. On April 24, 1851, the College was thoroly reorganized with a membership of about sixty, composed about equally of old and new members. Courses of lectures especially prepared for the needs of pharmacists were delivered before the members of the College during the winter of 1853 and in several subsequent winters, but they were attended by but few of the clerks. Several years later the Board of Trustees authorized a committee to ascertain if a sufficient number of young men employed in Boston drug stores could be enrolled to warrant the formation of a class. About twenty responded to the invitation and were formed into a class by George F. H. Markoe, who inaugurated a course of nine free lectures on practical pharmacy. This informal beginning promised so well it was decided to establish a permanent school; this was done in 1867.

During the first session of the school the course in Chemistry was given in the building of the Massachusetts Institute of Technology, while the other courses—*Materia Medica* and Practical Pharmacy—were given at the College rooms on Temple Place. The class numbered thirty-five students.

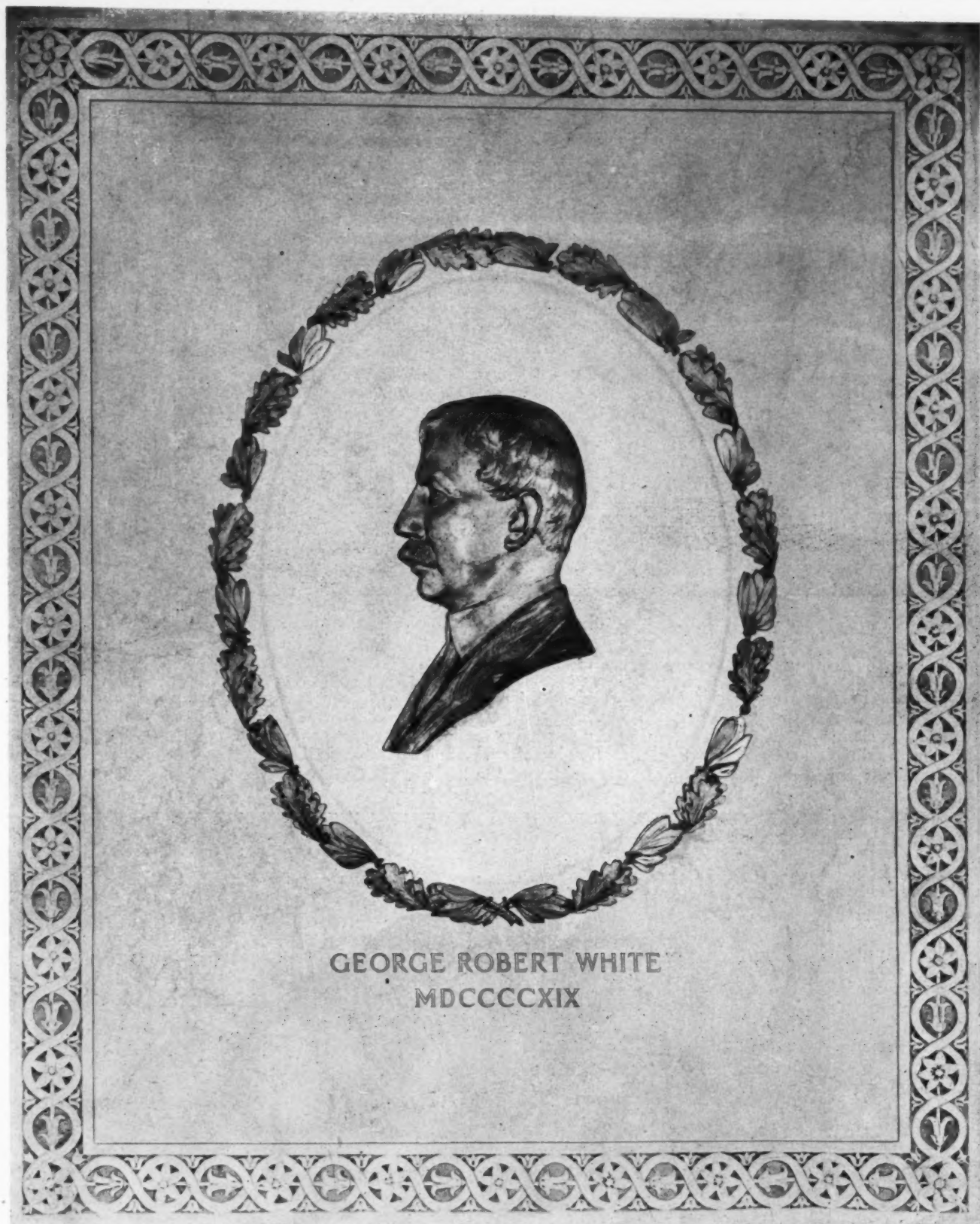
Today the classes number three hundred and ten students, two hundred and sixty being men, while the school has a capacity in its new building for five hundred, with ground room for extensive additions. The roster of the school includes students from various parts of the United States, altho nearly seventy-five per cent come from Massachusetts. About twenty per cent come from the rest of New England, and the remainder from other states and foreign countries.

Ten years ago the school had an attendance of about two hundred students, and the need for a new and larger building was keenly felt. In 1912 a site for the new building was purchased on Longwood Avenue, in what has become a centre for fine institutions of many kinds. Soon afterwards a building committee was appointed, and this committee worked over the requirements for the new building for nearly three years before engaging an architect. The plans were, however, accepted by the Board of Trustees and a well-known firm of architects noted as having had special experience in the



NEW BUILDING OF THE MASSACHUSETTS COLLEGE OF PHARMACY





DONOR OF THE NEW BUILDING OF THE MASSACHUSETTS COLLEGE OF PHARMACY (Bas-relief by Daniel C. French)

planning and erecting of school buildings was selected to complete the plans and supervise the erection of the building.

The elaborateness of the building is due largely to the interest of Mr. George Robert White, a prominent Bostonian. In the past, Mr. White was associated in business with Warren B. Potter, who was a member of the Board of Trustees of the College for a number of years. After the death of Mr. and Mrs. Potter, the College received a legacy from their estate, of which Mr. White was an executor, and in this way he became intimately acquainted with the financial policies of the College.

In his factories he had employed several of the graduates of the school, and had carefully watched their progress, thus satisfying himself as to the merits of their training. All of these things made him a willing contributor when the project of a new home for the College was first broached, and his interest grew to such an extent, as the project developed, that he finally presented the new building to the College, with the understanding that the other funds secured for its erection should be used to increase the endowment of the institution. Mr. White has been in close touch with the architects during the



whole of the time required for the erection of the building, and has contributed far more than its cost in the interest and good taste he has shown in developing many artistic details.



CHEMISTRY LABORATORY

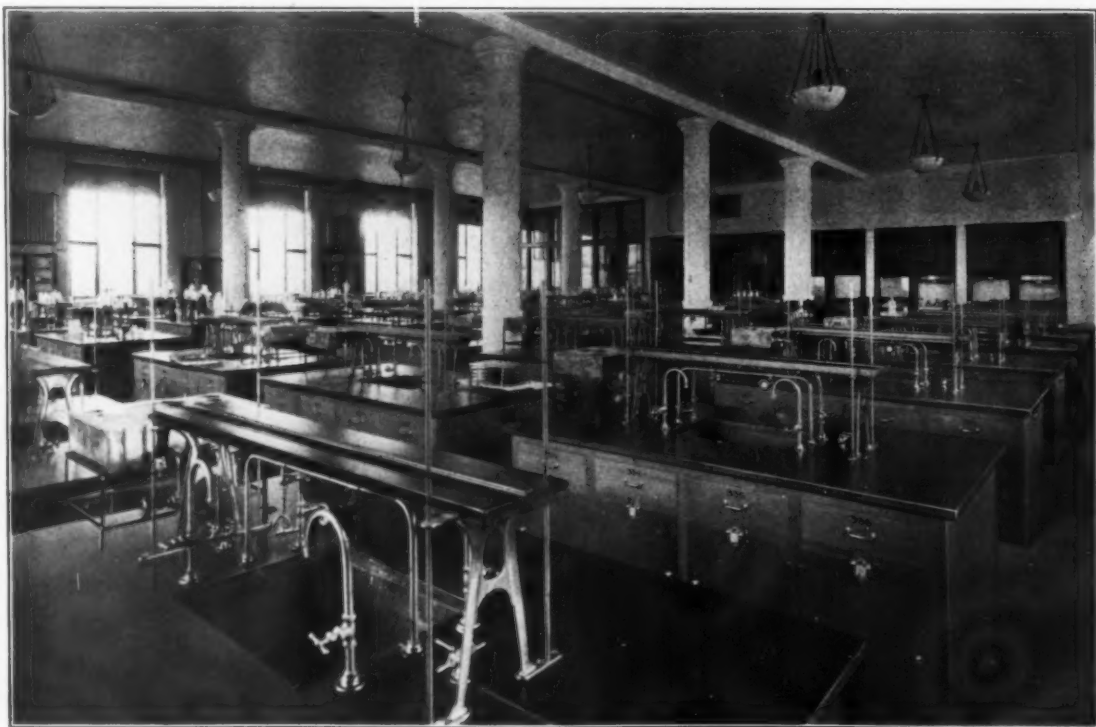
The building has many features which were not included in the original plans, for when Mr. White had become thoroly interested he quietly suggested improvements of details which greatly increased the beauty and also the cost of the building. The lobby, high ceilinged with a beautiful staircase at the back, is finished in travertine, an Italian marble. The lights are the last word in indirect illuminating. The offices are on the main floor which is reached from the outside by an impressive flight of great granite steps, which rise to the pillared portico and the main entrance with its wonderful bronze doors. The main floor is the middle floor of the three-story building, and so easy access is assured to the administration rooms. On the same floor are the two main lecture rooms, one at each end of the building. Here the classes are heard and work is laid out to be done in the laboratories. On this floor, too, each professor has an office and private laboratory, where his lectures may be prepared.

On the first floor are the big laboratories, for chemistry

and pharmacy, where the students engage in practical work, applying the principles learned in the lecture rooms. Each laboratory is fully equipped with the latest devices and is

complete even to a stock room where the students may purchase at cost the necessary supplies, which are charged against a deposit made at the beginning of the course. Each desk in these laboratories has a generous equipment of apparatus. All the fumes are carried away thru the latest ventilating devices, the light gases which rise being taken care of thru glass hoods and overhead pipes over the desk, while heavy gases can be drawn off thru the floor. In this first story also are the men's study and locker rooms, where individual lockers are provided, and where students may study while awaiting classes.

On the upper floor the assembly hall and the beautiful foyer leading to it occupy the central part of the building. This assembly room has been named the George Robert White Hall in honor of the benefactor who has endeared himself to every



PHARMACY LABORATORY

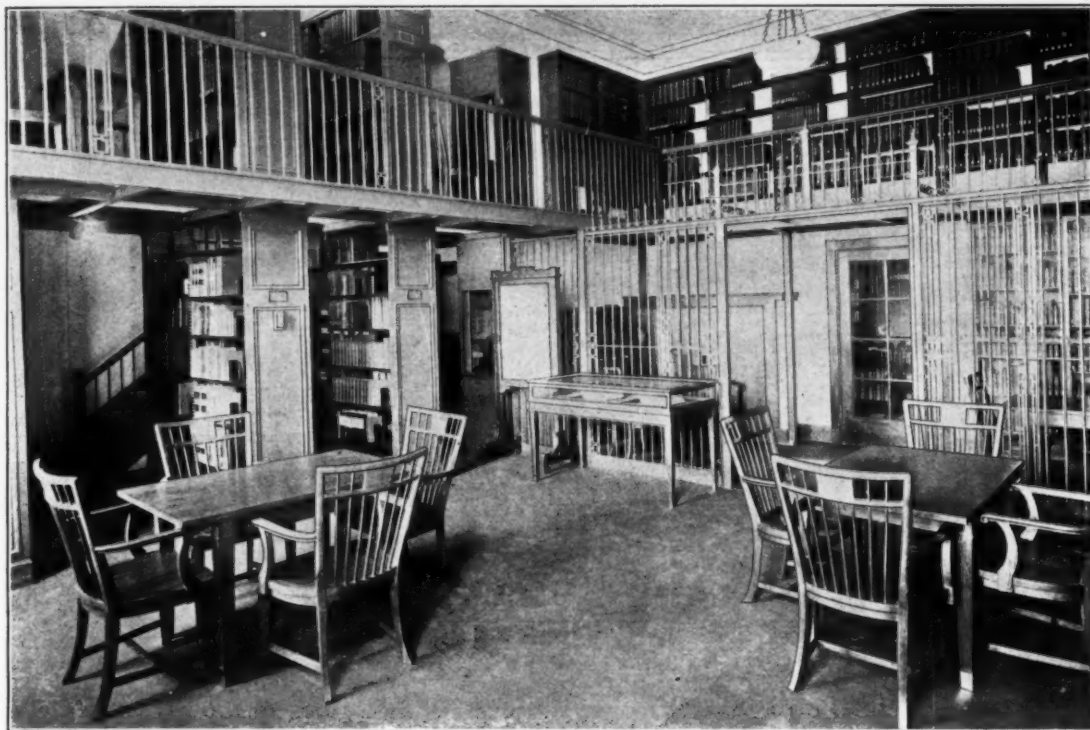
member of the College. It is wainscotted in quartered and fumed oak and has some fine carving about its giant fireplace and proscenium arch. The ceiling is a large expanse of frosted

glass and the lights are above this, diffusing a soft even glow all over the room—not a corner is left in darkness. There is a fine, large stage, and this hall makes an ideal assembling place for conventions of the craft, especially as connected with it are a complete kitchen and an extra room for serving buffet

Returning to the main floor we had a glimpse of the handsome rooms on each side of the main entrance. The one on the left is called the Alumni Room, and here small meetings may be held by professional organizations. On this particular day a club of druggists' wives was holding a social meeting in it. The opposite room is for the trustees. Beautiful finish and rich furniture make it a most impressive meeting place for the men who are in a way responsible for the conduct and success of the school.

Near these rooms is the Sheppard Library, named in honor of the late Samuel A. D. Sheppard, a former trustee of the College, who, many years ago, presented about three thousand volumes to the library, including what is probably the most valuable collection of pharmacopœias in this country.

The library is really a gem in itself, having the



SHEPPARD LIBRARY

luncheons. A special stairway gives ready access from the street to the kitchen, and this part of the building is as complete as the rest.

The west wing of this floor contains the *materia medica* laboratory and its stock room, where an air-tight, insect-proof stock cabinet is one of the interesting furnishings. Here in small steel drawers, each with a tight cover, are kept the various crude drugs used for study in the laboratory, where the desks are fitted with compound microscopes and other necessary instruments.

A table was covered with grotesque apparatus which investigation disclosed to be greatly enlarged flowers and vegetables. These were working models and their many parts were so constructed that they could be opened and the complete structure of the plant studied. A strawberry as large as a man's head lay there, with the seeds, so tiny in the fruit, enlarged to the size of half dollars. A long-stemmed white daisy was next to it on the table. The petals lifted up, the center opened wide, and the stem unwrapped, so that without the use of microscope or glasses, the whole detail of Nature's handiwork lay revealed to the examiner. Vegetables and lilies lay there side by side awaiting the call to use in the lecture room.

In the east wing of the upper story are the bacteriology laboratory, recitation and other rooms, and ample quarters for the women students, including a large study.

most up-to-date equipment, including book stacks and fumed oak furniture especially designed for it, and with a work room adjoining and a stock room below.

So thru the interest of a kindly disposed man, a man whose careful observations under excellent conditions proved to him that the training derived from such an institution was worthy of perpetuation, this magnificent building has been erected in Boston, the city where the profession received much of its early impetus in the United States, and all Bostonians have reason to feel proud of this school and of its very efficient governing board and faculty, and even more so of their fellow citizens whose interest and generosity have made such perfection possible.

The College is dedicated to the study and advancement of pharmacy and is devoted to the service of the profession and the public. It prides itself on the fact that it gives to each student much more than is paid for. The students are nearly all self supporting and the tuition fees are very moderate. In effect the College says to a young man or woman: "If you are prepared to do this work and will do it and pay half of the cost, the College will pay the other half." This generous policy is possible because of the income received from an endowment which has been provided by Mr. White and other friends who know of the good work that the institution is doing and are seeing to it that it shall continue.



## Where Crippled Children Make Merry

# With Nature, the Miracle Mother

*The Convalescent Home-farm Where They are Taught While Being Cured, and Have Trees, Grass and Birds to Help Bring Them Back to Health and Strength*



WHEN I found myself in a room filled with crippled children displaying their handiwork, at the Annex Hotel in Chicago—I forgot all appointments. There were a number of generous-hearted women working with the children, helping sell their wares. In the center of the room was a toy house, the work of one little boy who stood and looked at it proudly with the bliss of creation aglow in his smile. It was his work. He told me about the porch, and how he planned the stairway—a perfect reproduction of a Colonial home. Furnished from kitchen to gar-

ret, it won the admiring glance of many a little girl as she passed, longing for a big really, *real* doll house. A little crippled girl was proudly showing her embroidery, another her knitted triumphs, and so on around the room. It was not an art gallery, nor an exhibition of industrial triumph, but it was a picture in craftsmanship of genuine heart interest. The happiness of the children in the Convalescent Home for Crippled Children, reflects even more happiness back to those who are doing such wonderful work for the little cripples.

Now comes the real story. Mrs. W. J. Chalmers, in charge of the work, thru her enthusiasm and love for the children, reflected the same cheery glow of welcome that soon brought the children and visitors together at the sale, as in the days at the farm home. Their work was an influence that impressed every visitor to that room with the one desire to help in this work. The cash register in the corner merrily rang the chimes as the sales proceeded—for Christmas Day was coming.

Among those whom I saw chatting with the children was Mrs. Phillip D. Armour, the mother of Mr. J. Ogden Armour. She had her arms filled with purchases, and the tribute I heard from this mother to her son indicated the all-pervading spirit of mother love for other sons and daughters that seemed to permeate this work. The institution is the great life work of a wonderful woman—Mrs. Chalmers, a daughter of the late Allan Pinkerton, who formed and was head of the secret service, United States government, during the Civil War. She has her father's keen process of analysis in judging human nature, but her dominant genius lies in her gift for making children happy, and teaching others how to do the

same thing. Naturally the institution began in a modest way: taking crippled children and giving them an education while they were being cured. The work grew so rapidly that it was almost impossible to meet the demands for help for the little folks.

The Association of Commerce of Chicago joined in a hearty endorsement of this crusade for educating and curing the crippled. In this incomparable farm home at Prince Crossing, Illinois, the little children cured were given that all-important thing in life—the affection and influence of real home life—and every moment of that little life is conserved for health-building and character-making. There is not a teacher, nurse, doctor, matron or employee in that home who does not love the children as their very own. It was told me by one who had been there for years that they had only heard two children cry, and that there was always someone there to make them happy. The reflection of this happiness was radiated in the product of their little hands.

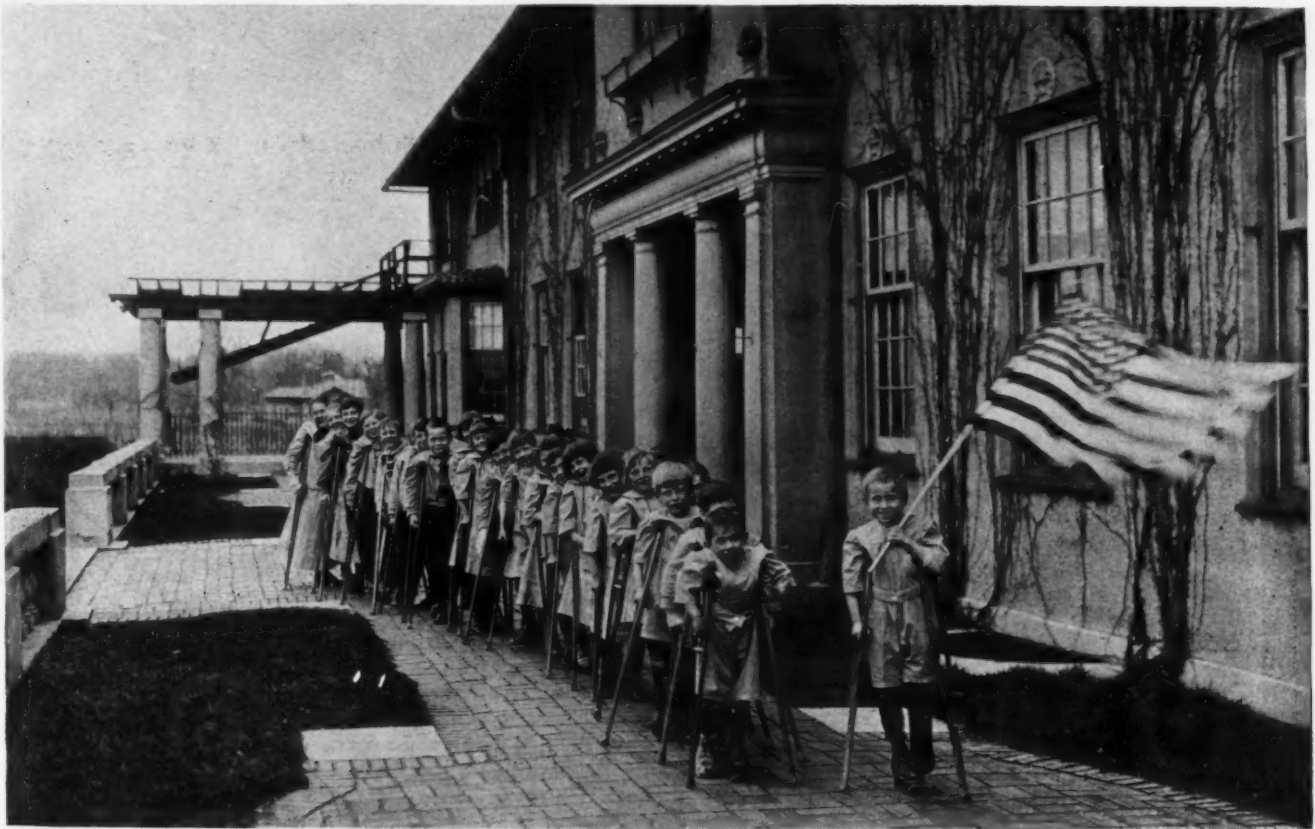
The work enlisted the aid and the keen personal interest of leading men of Chicago. Located on a ninety-six-acre farm, the home is a picture of pastoral content, with its broad fields, flowers, grass, cows and chickens, all those things for childhood. The daily life reflects the spirit of the beautiful Scripture phrase: "Suffer the little children to come unto Me;" for the one purpose there is to benefit the little ones; to cure the children, educate them in the meantime, and the harvest has been many precious, useful human lives saved.



*Christmas Festival at the Country Home for Convalescent Children at Prince Crossing, Illinois*

Nestling in the arbor of green and trees, the children romp and play and have a real childhood where they are cured, while cared for and taught those things that make life worth while. Nearly a hundred crippled children here have a "home"





#### THE GREAT PREPAREDNESS PARADE

No beat of drum or shrilling fife is heard, but Old Glory is waving proudly in the air, and smiling faces attest the brave hearts beating in the bosoms of this little band apparently so handicapped at the very beginning of Life's race. Yet, who could venture to say that among the number there may not be some embryo statesman, or inventor, or some healer of the human soul, or brain, or body, whose services to Humanity shall repay a thousand-fold in his single lifetime the few hundreds of dollars that are needed each year to carry on the beautiful and beneficent work of the Country Home for Convalescent Children. For, by the mysterious workings of the law of compensation, a seeming physical handicap is often such an incentive to effort to overcome it as to result in the end in being at least a negative blessing rather than a positive curse. So long as the spirit of achievement soars above the trammels of physical disability all is well with the soul; and the education and training that these little ones are receiving is planned along the lines best calculated to ensure their usefulness and happiness in life.



Group of convalescent children in front of the main entrance to the beautiful and perfectly appointed Country Home which is maintained entirely thru the generosity of those persons who feel it to be a privilege rather than a duty to contribute toward its support

that provides everything implied in that one sweet word. To see them so happy at work or play pulls at the heart strings and makes you want to do something for them. From tiny tots on crutches to boys and girls grown rugged under the curative force of fresh air, good milk, food and care, it makes a living picture of good deeds.

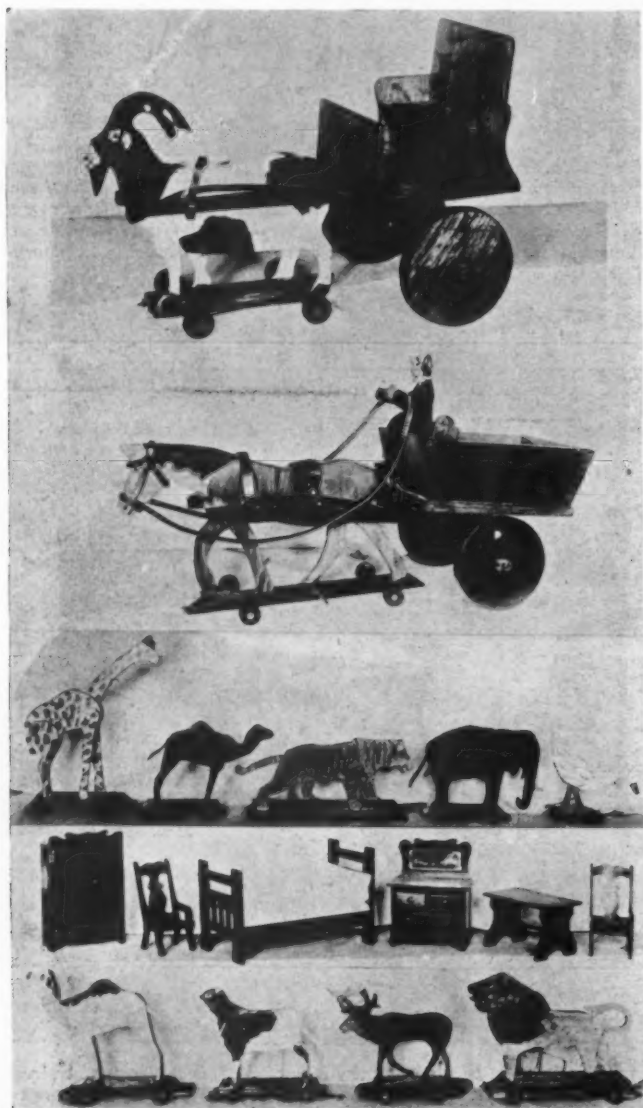
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Even the reports of this institution have a glow of good work done, and reflect the affection bestowed upon each little one that is not attained in the average printed record of institutions.

One cannot be long there with Mrs. Chalmers without feeling that her whole soul and energy is bestowed upon this institution with the unreserved force of mother love. Members of the advisory board would stop in their busiest work-a-day hours in the city and tell me of this work with a twinkle in their eyes and the enthusiasm of lads longing for a vacation time, to go out and see the children. This made me feel that there was



*In the school room of the Country Home for Convalescent Children, where mischief and lessons are mixed in about the same proportions as in any school room, and where the children are given a public school education and manual work, training their minds and hands, and preparing them to help themselves to lead happy and contented, because useful lives*



*These are some of the toys made by the pupils in the manual training course of the Home*

something here that the people ought to know more about. The influence and example of this institution has a more far-reaching influence than merely the benefits bestowed upon the happy children at Prince Crossing. It emphasized how children grow, like flowers, in God's air, with the trees and grass on which to thrive, in an atmosphere of love and affection.

Who can compute the value of the work? The age of miracles has not passed, for here have been cases taken that had been given up as hopeless yet have been restored with the help of the vitality of youth to sound bodies and healthy minds. Some of the most eminent physicians and surgeons find their most gratifying delight in giving their services to this institution, working out the triumphs of modern surgery.

Not only is the institution taking care of the bodily ailments of these unfortunate children, but it is giving them good health by free open-air and sun treatment under the care and watchfulness of trained nurses and skillful physicians, and in addition to all this is giving the children a public school education and manual work, so training their minds and hands, and preparing them in health and education to help themselves.

The story of magic is here surpassed in what the miracle mothers and nurses are doing at this Country Home for Convalescent Children. Nearly seventy per cent of the families in America have in its small circle some little crippled one. The Christ-like spirit in man and woman is more quickly aroused and awakened in the care of the crippled, as exemplified in the work of the Master. In the battles and accidents of everyday life, we know not when our loved ones may fall crippled and maimed, and as the spirit of mercy is meted out, so it shall be returned.

\* \* \*

America stands pre-eminent before the world today, because of this spirit of mercy in looking after and curing the helpless. It is not only the soldiers who wore the khaki, but the little ones coming along after, who will be the men and women of tomorrow, that must be given help that they may grow strong for the battles of life.

Before I left the room at the hotel that day, every article had been sold at a premium, which indicated how the generous heart of America places a higher value upon noble impulses, than upon market quotations. With such institutions as the Country Home for Convalescent Children scattered over the nation and supported by the voluntary contributions, which, after all, represent the real spirit of individual constructive helpfulness, rather than state intutions, the future of our country is assured. It reflects the soul of America in its spirit of helpfulness to the helpless. Conserving human beings—even the frail buds of humanity—is the greatest blessing and service that can be rendered mankind.



# Real Leader Quelled Chicago Riots

*Colonel Anton F. Lorenzen once took "strong boy's job" away from twelve competitors, and formed life-long habit of victory*

By HENRY ISHAM HAZELTON



ND I can lick any one of you, too!"

A stocky little lad of twelve years, with blue eyes and determination hiding under a ready smile, was talking. Seated around the room on benches against the wall were twelve other boys larger and older. On the door outside hung a cardboard sign inscribed "Strong Boy Wanted."

The challenge so readily flung out was indicative of the character forming under the stress of constant struggle. The assumption in applying for that "strong boy" job had been ridiculed, yet no one moved to resent the quick retort, and in the hush of hesitation his steady eye won the day. In this manner Colonel Anton F. Lorenzen won his first job as a boy in the city of Chicago.

His development of that attitude toward the difficult things of life has carried him thru to success where most men would fail. His personality invariably wins the love and admiration of all, from the bell hop to the man high in authority and power. Many men command such love from others, but few win it without sacrifice of personal opinion or in some way letting down the bars of reserve and self-esteem. Yet Colonel Lorenzen is known as a disciplinarian, clear minded, discerning, and interested in doing the thing that is right in the most efficient and logical manner. His advertising firm has been built to unusual success out of the raw material of imagination, energy, smiling personal aggression, and the magnetism of strong and kindly human contact.

Governor Lowden recently said to a friend, "Why have I not heard more of Colonel Lorenzen before?"—a pertinent question, and one that many others are asking today.

This occurred during the recent race riots in Chicago. It was followed with the remark, "I don't give a damn what his politics are, he is a regular he-man, and has saved me many sleepless nights."

Many men give us sleepless nights, but the man who can save us one is rare. The results achieved are well described by Captain La Mar Miller, the Colonel's adjutant and a graduate of West Point.

"I had been commissioned in the regiment for one hour when we were called out for riot duty. The promptness with which the men assembled and the evidence of co-operation and discipline surprised me, but I had little time to give the matter much thought until we had started down Michigan Avenue toward the 'Black Belt.'"

"It was then that I realized the magnitude of the undertaking—a regiment of business men gathered from all parts of Chicago and Evanston in two hours, armed and equipped, moving down the boulevard in one long line of a hundred and thirty yellow cabs to the scene of disorder. The whole result spelled complete co-operation and that evidence of response which is only shown in the presence of a real leader. And when the regiment detrained and moved into black territory in riot formation, stretching from house to house across the street with fixed bayonets, the colonel still lead—by a hundred yards—a gray-haired boy, and I followed behind him, amazed at the irregularity of such an act on the scene of recent sniping, while enjoying its human side." (Captain Miller painted the portrait of Colonel Lorenzen on this page at his studio in Chicago.)

The First Infantry had the most difficult section of the city to control, and it handled the job in such a manner that military authorities are agreed it is the finest regiment of state



Portrait of Col. Anton F. Lorenzen, painted by Capt. La Mar Miller



troops Illinois ever has possessed. The Colonel's personality is contagious and he draws men to him like a magnet, to serve without reward, except the pleasure of watching him work. His chauffeur, Wilkenson, formerly an officer of the Royal Flying Corps, drove him day and night and desired only a picture of the Colonel as he saw him one night loading two companies on trucks for an emergency and getting them away from sound sleep in the record time of nine minutes. The pictures were never taken, for the colonel, hatless, with his shirt wide open, knocked over one camera and pushed the rest aside, that his men might move the faster.

It is interesting to know that during the entire tour of duty there was not one breach of discipline in his regiment. The boys all liked him too well, and they had strangely drawn lines of association with him. One morning the father of a private appeared before the colonel at headquarters. He seemed to be very proud of something and drew from his pocket an old card, embossed with roses, which said:

*A Merry Christmas*  
Remember the Newsboy  
A. F. Lorenzen

The colonel had left it in his house with the Christmas paper thirty years before.

One reason why the First Infantry made such a splendid record was the unusual training they received during a tour of instruction at Camp Logan three weeks before. The excellence of the tour as planned was to be expected, but what interests his admirers most is the unusual, the astounding amount of hard luck which seems to be the colonel's lot, and which invariably lays the foundation for a moral and material victory.

Blankets shipped from Springfield did not arrive the first day in camp, and the men were without covering for a cold night beside the lake. The colonel began to use the wires, and finally discovered that his blankets had been sent to the wrong part of the state. The regiment was assembled in a semicircle on the parade ground for talks which were instructive, and at the same time served to take their minds off the situation, and hour after hour they continued, while a cold moon rose higher and higher over the lake and began to set in the west. The colonel had been extremely fluent and active over the 'phone, but in the early morning it became his turn to talk.

The confidence and belief which he placed in the morale of his regiment found an electric response. The boys rose as one man, cramped and chill, and cheered him as tho he had won a ball game. Just as the regiment was dismissed to its stone barracks, a long whistle from the railroad indicated the arrival of the lost cars. But investigation disclosed only enough blankets for half the regiment.

The colonel was not convinced. With his usual activity he plunged into a freight car, ransacking every corner, piling equipment behind him as he progressed, until in the last box he discovered what he sought—the remaining blankets. It was now only an hour till reveille. Should the men start work as scheduled?

To anyone who knows Colonel Lorenzen the question is superfluous—of course they should. But in his own particular way he made them like it, and his solution was the band. Shining in the morning light, it swept the length of the barracks twice and stretched one hour of sleep over the span of eight, bringing to their feet a thousand men who smiled and danced at five o'clock in the morning.

Every day there was a different orderly for Colonel Lorenzen,

chosen for his smart appearance. One was sent to buy a cigar and brought back fifteen cents in change.

"That's all right, keep it," said the colonel.

The orderly saluted and withdrew.

The next day the colonel complimented the orderly's captain upon the man's soldierly bearing.

"Yes," said the captain, "he is vice-president of the ——— Bank and Trust Company."

Of such material is the regiment made and such silent acceptance of the colonel's every act is the consideration the boys invariably show him.

When the Spanish War broke out, Colonel Lorenzen went to Cuba with the Illinois troops. He was given command of La Vento fortress, originally occupied by twenty-two hundred Spaniards. This fortress controlled the water supply of Havana and the Seventh Army Corps.

Colonel Lorenzen was a lieutenant in those days, with a habit of walking around the white walls of his fort in the moonlight. One night a chip of the wall flew out and hit him in the cheek, followed by several other little round spots that spread close beside his silhouette on the bastion.

The colonel dropped to the grass and began a one-man barrage on some red spurts that came out of the jungle across the valley. The next morning a detachment searched the hillside for clues as to the identity of the snipers.

The clue was easily found—about six feet long, of a Latin cast of countenance, decorated with a neat hole in the middle of his forehead.

The Colonel is a good shot. As company commander he had the honor of leading the state of Illinois in rifle practice, and was the first man in his regiment to win the expert rifleman decoration when it was founded.

A threatening letter, similar to the one received a few days before by Governor Lowden, was received on New Year's Day by Colonel Lorenzen, commanding officer of the First Regiment, Illinois reserve militia.

The letter, written on Auditorium Hotel stationery and signed "Reds and I. W. W.," was mailed December 31, 1919. It was turned over to Postoffice Inspector James E. Stuart, Colonel Lorenzen said, and Chief Garrity has ordered an investigation of its source by the anarchist squad.

The letter follows:

COL. A. F. LORENZEN:

We know your ability as a soldier and leader of troops, and your opposition to us and determination to destroy our aims and plans. We followed you closely during the recent Chicago race riots and also know that you can handle an automatic.

So to make sure our success and red course we will get you and some others. Yours in our faith,

REDS AND I. W. W.

"It was obliging and courteous of them to give me this warning," said Colonel Lorenzen. "I have no idea who the sender is and I did not know that I made any enemies of this kind during the riots. The note does not worry me in the least, but I would like to exchange New Year's greetings with the sender."

Charges have recently been made that workmen in the stock yards had threatened men who joined a company of the Third Illinois reserve militia. The report has been under investigation by members of the anarchist squad of the police department. Detective Sergeants Egan and McDonough reported that they had been unable to identify any persons in the stock yards district who are supposed to have made the threats.

Colonel Lorenzen was in command of the First Regiment during the riots and was stationed near the yards.



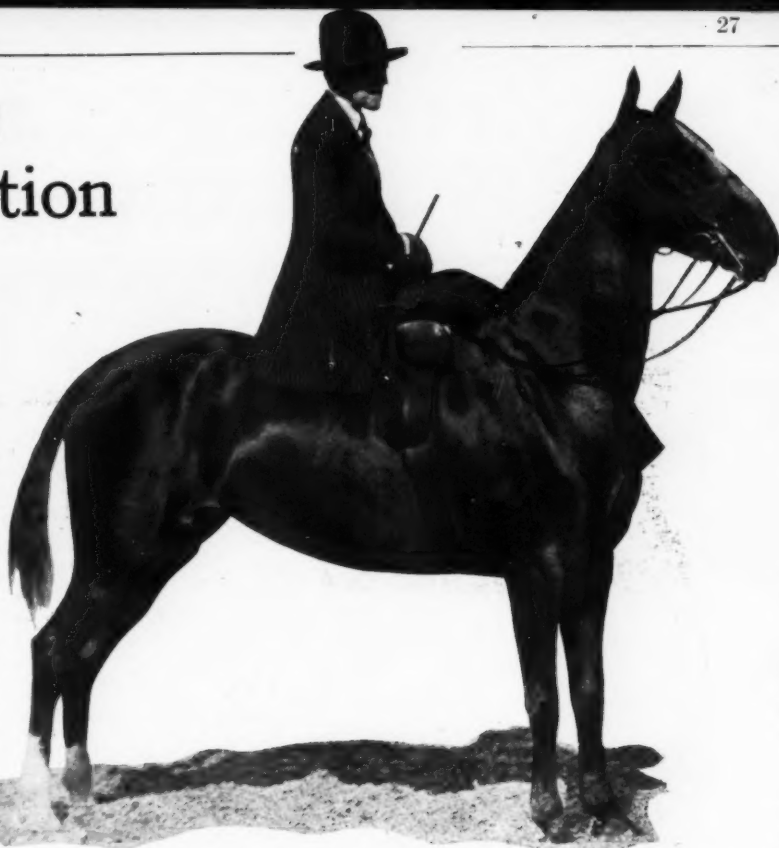
# The 1919 International Live Stock Exposition and Horse Show

By HARRY E. HOLQUIST

**T**HE thrills of a real circus—a horse show that easterners who boast of their Madison Square classic might well envy, and the “flower” of the country’s production, from the grain that fattens the live stock to the animals ready for market, are some of the pertinent features that make the International Live Stock Exposition at Chicago each year resemble a miniature world’s fair.

While each succeeding exposition has been hailed as the “greatest” one in its history, it remained for the 1919 International and Victory Show to break all previous records, not only from the standpoint of public attendance, but for the quality and numerical size of the various exhibits as well. Virtually every part of the United States was represented in its own particular line of agricultural production or stock raising, and the scope of interest manifested reaches over the line, even to Canada, which was represented by some high-quality entries in the live stock classes.

The most recent International marked the twentieth anniversary of the exposition. How well it has succeeded in its



Mrs. Walter H. Hanley of Providence, Rhode Island, riding “Powder Puff”



Guy Woodin riding his famous jumper, “The Master”

part to promote agriculture and increase the standard of breeding of beef cattle is evident to the casual observer when he partakes of a choice steak or cut of roast beef. To the producer it has meant more money for his live stock as the realization that “scrub” cattle are as costly to feed as their better bred brothers, and do not bring nearly so much money in the market, has been brought home to a great extent thru these expositions.

While the tanbark ring in the main building was well surrounded with “railbirds” when the judging of cattle and heavy horses was in progress during the day, the special horse show each evening drew an attendance that packed the building to its capacity. Many prominent eastern exhibitors sent their crack horses for the show and bumped up against the stiffest kind of competition from the West.

An unusual spectacle in connection with the horse show each evening was the parade of prize-winning cattle and draft horses. To the strains of a Kiltie Band, hundreds of these animals, the aristocrats of their element, with hair marcelled and shiny hoofs, formed a monstrous and inspiring procession. There was the fat shorthorn with its varied color, and the dignified black Angus, that looked as like to the average spectator as the proverbial peas in the pod. Red Polls, shaggy-haired Galloways, and the red and white Herefords were also present in numerical abundance and quality. The draft horses, with their groomed sides and brightly-decorated manes and tails, added to the impressiveness of the parade.

The classes in the horse show were well filled, particularly the saddle classes. Of special interest was the Chicago equestrienne class, which indicated clearly that the miles of local bridle paths were being put to good advantage.

Among the prominent out-of-town exhibitors were the well-known stables of such horse fanciers as R. Lawrence Smith of New York; John L. Bushnell, Springfield, Ohio; F. M. Townsend, Marysville, Missouri; O. B. Brown, Berlin, New Hampshire; Hamilton Farm, Gladstone, New Jersey; R. P. Ralston, Colorado Springs, Colorado, and a host of others. Chicago itself provided considerable competition for the visitors from the stables of John R. Thompson, Guy Woodin, Edward J. Lehman, Robert C. Wheeler and Mortimer’s Riding Academy.

Draft horses aroused much interest and were plentiful in number and quality. Judges H. W. Pew of Ravenna, Ohio, Andrew McFarlane, Palo, Iowa, and Harry McNair of Chicago

discovered they had no sinecure in awarding the ribbons. This, in spite of the fact that there have been virtually no recent importations of big horses.

The field and quality exhibited is taken as evidence that the American breeder has plenty of confidence in the future of

and is doing much to increase the interest among the young farmers of the country in pure-bred live stock. Members of the Iowa and Indiana boys' and girls' Baby Beef Clubs were present, combining in a way pleasure with education.

The highest honor and most coveted prize, the Grand Champion of the exposition, is the ambition of every producer. In this contest, champions from the East meet champions of the West, and after a series of elimination judgments, a Grand Champion of the year is picked. Junior Lad, a yearling Angus, fed and shown by M. Armentrout, a breeder of Botna, Iowa, won the enviable position of Grand Champion, topping the "Blue Book" of cattle aristocracy. When auctioned off, the prize animal netted his owner the splendid price of \$2.62 per pound, live weight.

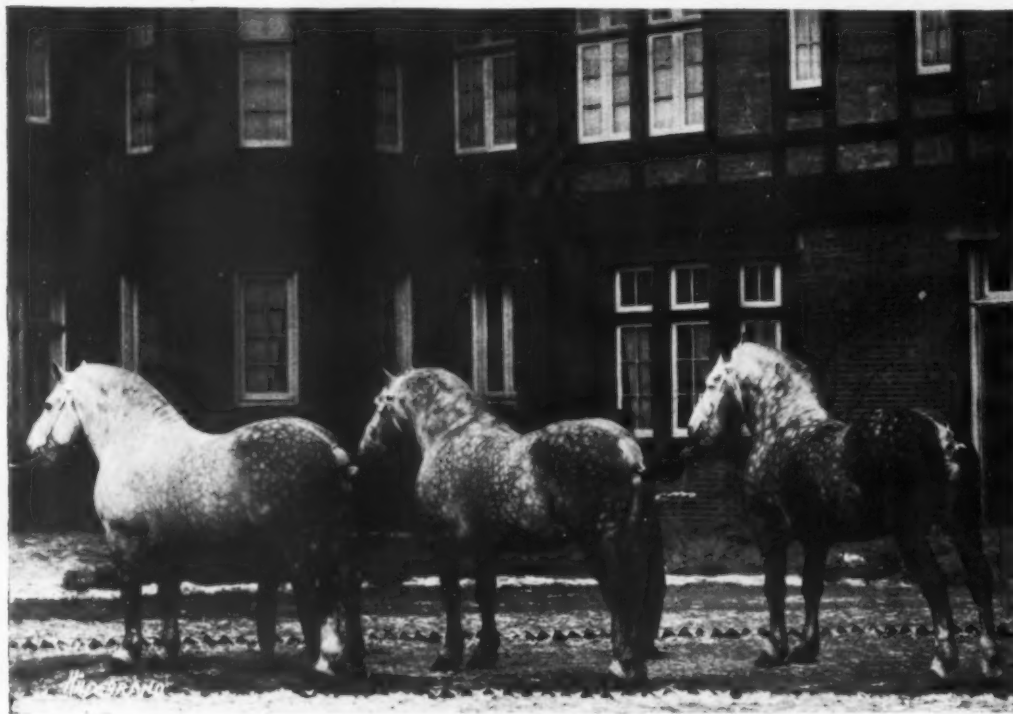
The championship carload of steers, Angus, were purchased by Swift & Company at forty-five cents per pound.

All the different breeds of sheep and hogs were at the International. These were kept in pens on the second floor of the building and attracted a good-

crowd of metropolitan spectators to whom hogs and sheep seem, after all, to mean mostly pork and mutton.

One of the outstanding features of the exposition is the educational exhibit put in by various state departments of agriculture and agricultural colleges. These displays are a practical lesson in agriculture, and also afford information concerning the crops raised in the several sections of the country. Products from the far South and from northern Minnesota and the Dakotas are on display as well as the products from the East and West. The various states are awarded prizes on their exhibits much in the same manner that the cattle and horses are judged.

The true significance of the International Live Stock Exposition is only apparent when one is personally on the scene to see all the things of interest. That (Continued on page 45)



Three of the prize-winning stallions—"Mercier," "Milord" and "Jasmine"

big horses. The argument advanced is that the big horse has his place on the modern farm along with the tractor and other machinery that threatened to replace him. Those who are in a position to know claim that there is room for both, and that when combined, the highest form of power is resultant.

How motor trucks have replaced horses for heavy work in the big cities was revealed in the six-horse teams exhibited by Swift & Company, Wilson & Company, and the Union Stockyards Company. The teams won the hearty approval and plaudits of the audience. This form of power, now practically obsolete, was once a common sight. It is now looked upon as a novelty.

Cone are the days of the sorry-looking angular bovine with the coat-hanger hips. To replace him is the fat and smooth pedigreed beef animal that furnishes choicer meat and costs no more to feed than his undersized brother. "Judgment Day" on the bovine clan at the International told the tale of years of faithful effort on the part of the breeders to develop high-class herds. Those old-timers who have attended the exposition from year to year are emphatic in their declaration that at no previous time has the breed of cattle attained a higher state of perfection and quality. This opinion is not made of any particular breed, but is general and goes for all classes.

As usual, there was an ample representation in the collegiate judging contests. This form of competition is becoming keener each year



Mrs. Ruth Thompson Owen driving "Glenavon Orchid"



Everybody Takes an Interest in

# Affairs and Folks

Gossip About People who are Doing  
Worth-while Things in the World



THE story of the literary achievements of Roy L. McCardell reads like the scenario of a two-reel movie entitled "The Prize Winner." Away back in the dim ages of the 1890's, while working on the New York newspapers, he acquired the prize-winning habit by winning many first and second cash prizes offered to the staff of the *World* for the best stories and ideas, including the \$2,000 cash prize and \$1,000 silver trophy in the "Leaders of the World" advertising ideas competition from over ten thousand contestants, also short-story prizes offered by the *Herald*, *Collier's* and *Black Cat* magazines, and was one of the winners of the *Evening Sun*-Vitagraph moving picture scenario contest, when his scenario of "The Money Mill" was accepted as among the ten best scenarios submitted in 1914.

In 1916 he won the *Puck* prize for the best humorous story of the year. Feeling that he needed a new car, he won the Cadillac automobile, new model of 1909, offered by the Cadillac Company for the best account given of the performance of his car by the owner of an old model Cadillac.

In 1914 he won the \$1,000 first prize in the New York *Telegraph*-Flamingo Film Company scenario contest, and in 1915, from nearly twenty thousand contestants, the \$10,000 prize in the Chicago *Tribune*-New York *Globe* and American Film Manufacturing Company contest for the best moving picture serial with the famous film story of "The Diamond From the Sky." This serial was in thirty episodes of two reels each, sixty reels in all, and was the biggest moving picture ever produced. The complete continuity embraced over four hundred and fifty thousand words, and it took six months to write it. After a tremendous run in this country it went to Europe, and is still going strong in China, Japan, India, South America and darkest Africa. After Mr. McCardell novelized the story it was syndicated in one hundred large newspapers, and as a continued story was featured by the Western Newspaper Union in over a thousand newspapers supplied by its service.

Since 1907 Mr. McCardell has been identified with the inception and development of moving pictures as a photoplay author. He began writing moving pictures for the American Biograph Company some fifteen years ago, and was the first salaried moving picture author. He wrote many of the comedies that made John Bunny famous, for the Vitagraph Company of America, the screen version of "A Fool There Was," that made Theda Bara a star and established moving picture "vampires."

Mr. McCardell has written five- and six-reel features for almost all of the leading moving picture stars and moving picture companies, and is at present writing a fifteen-episode melodramatic serial of metropolitan life, with a bond and bank robbery background, entitled "The Evil Eye," in which Benny Leonard will be the star.

Lest our readers rush in a body into the profession of scenario writing, we might mention that writing moving picture serials means intense application and drudgery, especially where the author insists on writing his own continuity, as Mr. McCardell does. He furnishes his manuscripts in duplicate to the director, one hundred scenes to the reel. As each serial episode consists of two reels, this means the writing of the action of three thousand scenes to a serial, together with descriptions of characters, of scene sets and location, costumes and "props." A fifteen-episode serial, in the comprehensive manner in which he writes, contains upwards of three hundred thousand words.

At different times Mr. McCardell has been editor of the

*Metropolitan Magazine*, and the New York Sunday *Telegraph*, and on the editorial staff of *Puck*. Since 1902 he has been on the editorial staff of the *World*. He is the author of a number of books, and in his leisure moments contributes prose and verse to the leading American publications.

He has also—but what's the use? If this brief resumé of Mr. McCardell's activity in the garden of literary accomplishment has intrigued your interest look him up in *Who's Who*.

\* \* \* \*

EVELYN HERBERT is a charming Brooklyn girl of twenty, who has won signal honor in Chicago. She was recently engaged by the Chicago Opera Company for four years, the late Cleofontaine Campanini having seen wonderful possibilities for her with his organization. Mr. Campanini's death



ROY L. MCCARDELL

Journalist, author, editor, poet and writer of moving-picture thrillers

prevented the well-known conductor from seeing Miss Herbert become a popular idol among Chicago musical enthusiasts, a distinction she attained as a consequence of the brilliant manner in which she sang the principal woman's role in "Rip Van Winkle," the new De Koven-MacKaye opera which had its world premier at the Auditorium on January 2, 1920.

"Rip Van Winkle" is the first American legendary opera, and comes nearer to being like "Haensel and Gretel" than any other opera. Its theme has been made familiar by Washington Irving's poetic novel and Dion Boucicault's play, but the author has added something of his own to the legend. It is a fanciful, poetic and picturesque story, and its children and its fairies, its phantom Dutch sailors, its suggestions of the supernatural, and its bubbling melody all combine to make a strong appeal to every lover of music, whether young or old.

Miss Herbert made her debut before a Chicago audience as Mimi in "La Boheme" on November 25, 1919, and it was generally conceded that the Chicago Opera Company had "picked a winner." Her success that evening was definite in itself and it held out the promise of something especially delightful before the season ended. The young lady demonstrated that her success was not an accident, but that she has the genuine talent for the stage. Her voice is lovely in quality and always pure and true. It has been stated that she is the most gifted of any young singer that has ever made a debut with the Chicago Opera Company.

Altho scarcely in her twenties there is in her performance no trace of nervousness, uncertainty or immaturity. Her voice is a splendid youthful soprano, lyric and sweet, yet possessed of good power and fine carrying qualities. It has been schooled sanely and logically, and when we realize for one so young possesses exceptional beauty and nobility.

In her first rendition of Peterkee in "Rip Van Winkle" Miss Herbert completely won the hearts of the immense audience in the Auditorium. Her child-like trust in Rip was particularly pleasing and her winsome demeanor was the subject of many favorable comments.

Miss Herbert traces her musical career to one night when her father came home from a fair at the Ansonia Hotel, New York, with a great big



EVELYN HERBERT  
Popular young member of the Chicago Opera Company

doll for her. She was then nine years old. The doll had been donated by Caruso and she felt so happy over receiving it that she sat down and wrote him a letter saying that she had become the fortunate owner of the doll and that she could sing. Caruso answered the little girl's letter and invited her to come to the Savoy to see him. She sang for him on this

occasion and the noted tenor hummed the tune along with her. She had sung with Caruso, she told her friends with great pleasure immediately afterward.

Ever since that day Caruso has taken a deep interest in Miss Herbert's musical career. He has heard her sing on many occasions when she was studying under Madame Viafora and has contributed toward the cost of her education.

\* \* \*



THOMAS E. MATHIS

Active vice-president and cashier of the State National Bank, San Antonio, Texas, who at the age of thirty-nine is regarded as one of the ablest live-stock credit bankers in the Southwest. Mr. Mathis is essentially a self-made man and one of the notable successes among the banking fraternity of the Lone Star State

THOMAS E. MATHIS was a successful banker when he was twenty-one years old. He was born in Rockport, Texas, on October 2, 1880. His schooling consisted of having reached the ninth grade in the public schools, and attending Bingham's School, in Asheville, North Carolina, 1895-96. He removed to Dallas, Texas, at the age of sixteen and has been self-supporting ever since. At the age of nineteen he was called home by the death of his father to assist his mother in the management of the business of his father's estate, consisting of live stock, ranching interests, etc., and, to meet the legal requirements in assuming this responsibility, had his disabilities removed. At the same time he was elected a director of the First National Bank of Rockport, Texas, and his success in the banking field

since that time has been a series of promotions and personal achievements along the line of his chosen career.

At the age of twenty-one Mr. Mathis was appointed cashier of the First National Bank of Rockport, Texas, and was later appointed first vice-president and cashier. He remained the active and principal executive of that institution until July, 1913, when he resigned his offices with the bank, disposed of his interests and removed to San Antonio to seek a larger field of opportunity. On January 1, 1914, he was elected a director and the cashier of the State Bank and Trust Company of San Antonio, and assisted in the organization of the State National Bank of San Antonio, which opened for business on October 25, 1915. This last named bank became the purchaser or successor of the Commercial banking business of the State Bank and Trust Company, and as active vice-president and cashier of the latter bank, Mr. Mathis has been an important factor in making it one of the larger banks of southwest Texas. Because of his experience, knowledge of general credits, and individual interests in live stock, his opinion of cattle paper and other credits is highly regarded by bankers and cattlemen. Aside from his active banking connections, Mr. Mathis is extensively interested in live stock on his own account.

In any important live stock center, all bankers are called upon to finance the live stock industry extensively, and in this respect the State National Bank of San Antonio is looked upon, mainly, as "The Cattlemen's Bank," its president, Mr. R. R. Russell, being one of the larger individual cattlemen in Texas, and its directorate being composed of men who are either largely interested in and successful in live stock and ranching, or closely identified with the situation.

Mr. Mathis acquired his knowledge of the cattle business at first hand. His father, T. H. Mathis, coming to Texas in 1859, was one of the pioneer developers of southern Texas, and did much to promote the live stock interests of "The Lone Star State." However, at his death, in 1899, his estate was so badly involved that the best friends of the family advised Mrs. Mathis, who had qualified as independent executrix, that the situation was all but hopeless, but Thos. E. Mathis did not agree with these business advisers, and the result of his efforts was that the estate was divided among the heirs in 1910

with a very creditable showing, and by the successful handling of this estate Mr. Mathis was brought in touch with big business affairs which stamped him as an able financial manager and executive.

In addition to Mr. Mathis' interests in the State National Bank, he is a director and secretary of the Russell-Coleman Oil Mill, of San Antonio, Texas, a \$300,000 corporation; secretary and director of the Beeville Oil Mill, of Beeville, Texas, a \$100,000 corporation, and secretary and treasurer of the State Bank and Trust Company, a subsidiary of the State National Bank.

Mr. Mathis does not look upon his successes as extraordinary, but attributes it all to making the most of his opportunities and hard work.

\* \* \*

**D**OWN in Philadelphia is a man who has achieved a unique success. His name is Robert Ruxton. His only tools are a desk, a pad of paper and a pen, but with those tools he sells more goods than scores of salesmen put together. With those tools he has built new factories, doubled and tripled the sales of struggling businesses, and in some cases made independent fortunes grow almost over night. He is a rare combination of business man and business writer.

Almost anybody can put words together. Almost anybody can dish up phrases, sentences and paragraphs. But very few have solved the mystery of how to put behind the words and phrases that subtle, vital something that makes words and phrases get results. Very few have learned the secret of putting in between the lines of business letters those things that make people want the goods and want them bad enough to send their orders in.

But Robert Ruxton puts those things in every letter that he writes, and into every piece of direct mail matter that he writes. He puts them in so effectively that the results are oftentimes astounding. And in a most interesting book he tells what those vital things are, and how he puts them in.

In this book he tells how he builds his thoughts, one on another, and then transmits them into words in such a way that men three thousand miles away will see the thing exactly as he sees it.

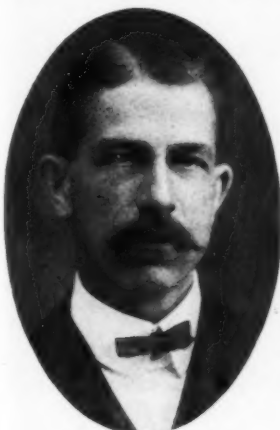
He tells how he overcomes the handicap of distance, and how he overcomes the handicap of cold and lifeless type and paper. He tells how he overcomes the lack of personal, human contact, and puts a selling magnetism in his letters that formerly was thought to be inherent only in personal salesmanship.

He tells how he visualizes what he wishes to accomplish, and how, while sitting at his desk, he sees great factories and mills grow up on vacant land; he

sees the sales of business enterprises doubled, tripled and quadrupled; he sees great fortunes made from meager capital; he sees all this with his mind's eye before he touches hand to pen—and then he writes and makes them all come true.

\* \* \*

**N**OT all busy men are happy—nor all happy men busy, but Will H. Brown, who lives out in Oakland, California, is both busy and happy. He is happy because a large portion of his busy life is devoted to a work which he thoroly enjoys and which is visibly accomplishing good among the youth not only of the United States, but of the world.



**WILL H. BROWN**  
Newspaper man, author, and  
founder of the world-wide  
Loyal Sons Movement

Mr. Brown was born in Ohio, and resided at Cameron, Missouri, for many years, where he was a reporter, and later, for ten years, city editor of the *Daily Observer*. He was superintendent for twelve years of the Christian Sunday School, where he instituted annual rallies that drew an attendance



**ROBERT RUXTON**

*Has reduced the art of business letter writing to an exact science*

of from five hundred to one thousand. The Cameron school became known as one of the best in that state.

Mr. Brown moved to Oakland, California, in 1902, and was given a class of boys from eight to twelve. The class soon had an enrollment of over thirty. In August, 1904, he was asked to take a class of four youths of about fifteen years of age. After a number of others had been enrolled, the class was organized, and adopted the name "Loyal Sons." This proved to be the beginning of the great Loyal Movement which is now world-wide. There are about nine thousand classes in the United States alone, and before the war the movement had reached fourteen other countries.

Soon after moving to Oakland, Mr. Brown again went into newspaper work, following it until the Loyal Movement became so large as to require most of his time. In addition to his classwork and the voluminous correspondence growing out of the movement, he has many other responsibilities—being a member of the Boys' Work Committee of the Y. M. C. A.; teacher of a Bible class of high-school boys, meeting weekly during a portion of the year, and is frequently called on to make public addresses in different parts of the country.

Mr. Brown's long experience in touching elbows with his



fellowmen has given him splendid opportunities for the study of human nature. In his newspaper work, human-interest stories always appealed to him, and there were but few days that he did not find somewhere a new episode of lowly life to



FRED L. SHAW

*State Superintendent of Public Instruction for the state of South Dakota*

weave into print. Notwithstanding the innumerable demands upon his energies, he has found the time withal to write two charming books of western life, "The Call of Service" and "The Legacy of the Golden Key."

\* \* \* \*

WHEN Fred L. Shaw was elected State Superintendent of Public Instruction for the state of South Dakota he resolved that the rural schools of the state should have a real place in educational betterment. To this end he conferred with educational leaders within and without the state, with the result that a state-wide educational campaign is now being carried out.

Mr. Shaw is being ably assisted in this campaign by Governor Norbeck, who is aiding the cause by his personal influence to the extent of delivering lectures thruout the state on the importance of the work.

At the opening of the school year, last September, Professor P. G. Holden's rotation plan for vitalizing the teaching of agriculture was adopted for the state. The Short Course for county superintendents and teachers, supervised by Professor Holden, was held during the month of July. The state educational campaign is an out-growth of this work.

The present campaign is to be carried into every county. Among the prominent speakers are Governor Norbeck, three ex-governors of the state, Dr. Winship, editor of *Journal of Education*, Boston, Massachusetts; Professor P. G. Holden, Agricultural Extension Department, International Harvester Company; R. H. Wilson, State Superintendent of Public

Instruction, Oklahoma; Uel Lamkin, former Superintendent Public Instruction, Missouri; T. J. Walker, Supervisor of Rural Schools, Missouri, and A. E. Duke, Supervisor of Consolidated Schools, Oklahoma.

F. L. Shaw is English by birth. He came to this country ten or twelve years ago. He taught first in the rural schools, then in villages, and later became County Superintendent of Beadle County, South Dakota, occupying that office for a term of two years; he then became associated with a business firm of Chicago, Illinois, selling school supplies in the state of South Dakota; later he was elected State Superintendent of Public Instruction of South Dakota.

Following his induction into office he was successful in getting the Legislature to see the advantages of a very strong school program, in getting appropriation for state aid for consolidated schools and the one-room rural schools, also for high schools, and a large appropriation for his own department sufficient for maintaining the inspection of high schools out of the appropriation made his department, and maintaining a strong department of Americanization.

\* \* \* \*

FIFTY years of faithful and efficient public service is the remarkable record of Miss Medora J. Simpson, librarian of the Public Library of Chelsea, Massachusetts, whose half century as head of that institution was officially recognized when the trustees and the citizens generally tendered her a reception.

Miss Simpson, who has the distinction of being the longest in the employ of the city, has also the honor of being the longest in service of any librarian in the Commonwealth. She is the first and only librarian of the Chelsea Public Library, beginning her work on November 1, 1869, altho the library was not formally opened till January 1, 1870.

The librarian of 1870 and of 1920 are the same in almost everything but years. She is older by half a century, but she has remained young in spirit because her absorbing interest in her work will not allow her to grow old. In appearance also she seems to give the lie to old Father Time. She carries her seventy-two years with the grace of one many years her junior, yet she answered truthfully all the questions of the census-taker.

The Public Library, ablaze with light, its beautiful interior enhanced with flowers and potted plants, was a scene of inspiration on the evening of January 7 at the reception to Miss Simpson, who for fifty years has guided its destinies, and who is responsible for its present high standard of today.

Coming to the library as a girl of twenty-two, she has applied her fine executive ability from the beginning until today. On this night, her many friends, including librarians of Boston and many other cities gathered to congratulate the dean of them all. Mayor Breath of Chelsea, leading clergymen, public men and prominent citizens came to congratulate the kindly lady, and wish her long life.



MISS MEDORA J. SIMPSON

*For half a century librarian of the Chelsea Public Library*

Asked as to the changes that have taken place in the character of reading and readers during her long term as librarian Miss Simpson said that at the outset the patrons of the library were mostly "Americans." She did not use this term in any narrow sense, for tho she can trace her ancestry back to Revolutionary stock, she boasts of her Irish descent. Her father's mother was a Sullivan and the line goes away back to the early days of our republic, for among her ancestors are to be found General and Governor Sullivan of New Hampshire, after whom the town of that name in the Pine Tree State was named.

Reverting to the book demand Miss Simpson said that about seventy-eight percent now, as then, is for fiction. Altho today they have a real, practical, working library. A lot of standard books were lost at the time of the great Chelsea fire and they have not been replaced, because, we are told, there is no demand for them.

When asked if the library had any Bolshevik propaganda, or literature, Miss Simpson replied, "Not if we know it." She would be likely to know, for she herself makes all the monthly purchases of new books, and others intended to replace the ones no longer usable.

\* \* \* \*

THE hotel men of America and Canada will be the guests of San Antonio and President Percy Tyrrell when the Hotel Men's Mutual Benefit Association holds its annual convention in San Antonio, April 12 and 13. At the Chicago convention last year Mr. Tyrrell was elected president, and it was thru his efforts, perhaps, more than anything else, that San Antonio was chosen for the 1920 convention.

The membership of the association numbers more than two thousand leading hotel owners and managers of America and Canada. The San Antonio convention will be one of the first to be held in the South and is a compliment to Manager Tyrrell of the far-famed Gunter Hotel, one of the best resort hotels in America.

Manager Tyrrell came to San Antonio seven years ago from the Stratford Hotel, Chicago, and has popularized the Gunter until it is one of the most successful hotels in Texas. Mr. Tyrrell is a native of Detroit.

\* \* \* \*

ISAAC THOMAS PRYOR was born in Tampa, Florida, in February, 1852. He is one of the world's cattle kings; one of the class who, with the passing of the pioneer West, are now more often seen in romance than reality. He came to the Texas grass plains in 1870 after the Civil War and rode the plains when they were open from Texas to Montana. He was himself one of the men who made the character of the cowboy rank as one of the most loved American traditions, because his own nature was a summary of all his picturesque and sturdy virtues.

At the age of nine (1861), young Pryor ran away from relatives in Tennessee and went along with the Federal army of the Cumberland, selling newspapers to the soldiers. He was present at many desperately fought conflicts between the North and the South. During one of these battles he had his pony shot from under him. In the fall of 1863 an army surgeon became so much interested in the sturdy little lad that he had him sent to his own home in Ottawa, Ohio. In 1864 President Johnson had him returned to his relatives at Nashville, Tennessee.

He came to Texas in 1870 and took employment on a farm at fifteen dollars a month. In 1871 he became a trail hand at sixty dollars a month, driving cattle to Coffeyville, Kansas. In 1872 he helped drive a herd of cattle from Texas to Colorado. In 1873 he went to work on a ranch in Mason County, soon becoming ranch manager. In 1874 he drove cattle to the Indians, filling contracts at Fort Sill, then Indian Territory. In 1875 he was driving and selling cattle to the butchers of Austin. In 1876 he bought a ranch and cattle in Mason County and in 1877 drove a herd to Ogallala, Nebraska, in which herd he had 250 head of his own cattle. In 1878 he drove three thousand head on his own account; in 1879 drove

six thousand, and in 1880 drove twelve thousand. He then formed a partnership with his elder brother in Colorado and by 1884 had increased his drive until in that year he drove forty-five thousand head to the North and Northwest, selling them in Kansas, Nebraska, Wyoming and Dakota, placing his



PERCY TYRRELL

*President of the Hotel Men's Mutual Benefit Association, and manager of the Gunter Hotel, San Antonio, Texas*

profits, from three dollars to five dollars per head, on his ranch in Colorado. The severe and disastrous winters of 1884 and 1885 caused a loss to Pryor Brothers of over \$500,000, which resulted in their liquidation.

The innovation of railways and barbed wire fences precluded continuation of driving cattle to the North from Texas and Mr. Pryor confined his operations to Texas and joined the Cattle Raisers' Association of Texas. In 1878 he was elected a member of the executive committee and served in that capacity for a number of years. In 1902 he was elected first vice-president, and in 1906 was elected president. Considerable opposition developed in this election, owing to the fact that he was one of the heads of one of the largest live stock commission companies in this country (Evans-Snyder-Buel Company), but during his administration in 1906 the members of the association were so convinced by his fidelity to their interests and ability to fill the position, that at their annual meeting in 1907 he was unanimously elected by a rising vote to succeed himself. The membership in the meantime had grown to two thousand and these two thousand men represented an aggregate of about five million cattle. So satisfactorily did he serve the association that they amended the by-laws which prohibited the





COLONEL IKE T. PRYOR  
*Banker and Cattleman of San Antonio, Texas*

presidency from being given to any one individual more than two successive terms, and elected him for a third term. In 1909 he was importuned to stand for a fourth election but declined.

In 1908 he was elected president of the Trans-Mississippi Commercial Congress at Denver, Colorado, and was largely instrumental in having the congress hold its 1909 meeting in San Antonio. In the meantime he had been elected president of the Texas Live Stock Association, which association included within its scope the interests of all classes of live stock. He served one year at the head of this association, later declining re-election.

In 1909 he organized and accepted the presidency of the City National Bank of San Antonio and was at this time vice-president of R. E. Stafford & Co., bankers, at Columbus, Texas, and also vice-president and one of the managers of Evans-Snyder-Buel Commission Company. When the Texas Industrial Congress was organized he was the first to serve as chairman of the congress.

When the Spanish-American War was declared he sent a special agent to Cuba to keep him advised as to the condition of the cattle market on that island, which resulted in his shipping the first shipload of beeves to Cuba after the blockade was raised. This was followed by other shipments until more than seven thousand head were unloaded at the wharves of Havana, bringing fabulous prices.

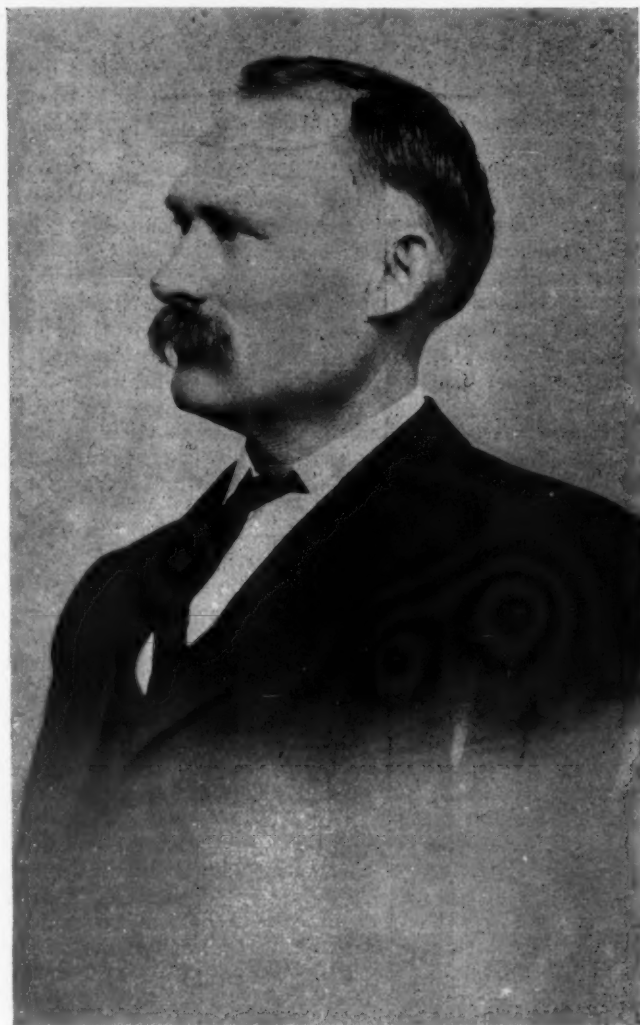
Mr. Pryor was later elected at Chicago president of the National Live Stock Shippers' Protective League, organized for the especial purpose of protecting shippers of the United States in all matters pertaining to their interests. Mr. Pryor has been president and director in many banks and cattle companies and land and irrigation companies. He takes a keen interest in everything pertaining to the live stock business and goes on frequent trips to Washington in the interests of the cattle industry.

He is reputed to have large interests in Mexico, New Mexico

and Oklahoma. He is Texas director of the Kansas City Life Insurance Company, one of the largest companies doing business in the state. He is also an ex-member of the Welfare Commission.

On January 8, 1917, at Cheyenne, Wyoming, Colonel Pryor was elected president of the American National Live Stock Association and was elected to succeed himself in January of 1918, at Salt Lake City, Utah. Of especial interest with respect to his work in this capacity were the recommendations made to Congress in a speech before the last annual convention which was given wide publicity thruout the state and nation. In this address Colonel Pryor touched on the cattle industry at length and also the meat and packing situation thruout the country.

The investigation of the meat packers was largely thru the recommendations of Colonel Pryor given in his address before the January convention in which he dwelt at length upon the meat supply of the nation. Colonel Pryor also went to Washington to confer with the Congressional Committee appointed to look into the condition of the meat supply of the country.



RICHARD R. RUSSELL

*Once a cow-puncher and later a Texas ranger and frontier sheriff, who now owns one hundred and sixty-seven thousand acres of land, fifteen thousand head of cattle and thirty thousand head of sheep. Tho a native of Georgia, Mr. Russell went to Texas when a young man and thoroly exemplifies all the qualities of the Western cattle kings. He has ranches scattered over Texas, but makes his home in San Antonio, where he is president of the State National Bank*

THE Texas Cattle Raisers' Association, with nearly six thousand members, probably has a greater number of millionaires than any organization in the world of anything like equal membership. From the standpoint of financial strength this organization represents more potential wealth than any other Texas organization, whether it be bankers, lumbermen



or oil operators. At least two members of the Texas Cattle Raisers' Association are reputed to be worth fifty million dollars; at least one of the two recently refused an offer of fifty million dollars for his land holdings; the other controls more than a million acres of lands and no estimate has ever been put on their value. There are hundreds of millionaires among the Texas cattle kings—and almost without exception these men are graduated cow-punchers who have come up from the ranks to positions of financial pre-eminence and power; many of them are leaders in the affairs of Texas, and many of the largest benefactions to education, charity and philanthropy made in Texas have been the gifts of cattlemen. They are noted for their liberality of thought as well as of action; and the word of a cattleman is as good as a government bond.

One of the pioneer members of the Texas Cattle Raiser's Association who, as a member of the Executive Committee for many years, helped to mould the working policy of the organization, is R. R. Russell, known to cattlemen thruout the country as "Dick" Russell. Going to Texas from Georgia when a young man, Mr. Russell engaged in the cattle business in Menard County, where he served in turn as a member of the Texas Rangers and later as Sheriff of Menard County. Starting in a small way, he has since accumulated 167,000 acres of land and thousands of cattle and sheep. He is one of the largest individual operators in Texas and one of the most successful. There are six of the Russell brothers in Texas and Oklahoma, all cattlemen and all equally successful. They are born money-makers and traders. The famous "Big Canyon Ranch" in Pecos and Terrell counties, Texas, is a Russell property and embraces nearly one hundred thousand acres.

The average successful ranchman believes in extracting a large share of comfort and happiness from life as well as making others happy. Several years ago R. R. Russell removed to San Antonio, where he built a magnificent home and accepted the presidency of the city's leading financial institution—the State National Bank. Either as director or stockholder Mr. Russell is identified with many other financial enterprises, including banks, loan, live stock and commission firms, insurance and trust companies. But his hobby is the "Big Canyon Ranch."

\* \* \* \*

**N**O romances are more entertaining than those of the range and the winding cattle trails where the courageous cattlemen, big in body and big in heart, have wooed and won the favor of fickle fortune.

As if to compensate for the hardships, the dangers and the vicissitudes which she compelled her devotees to face, she has crowned the winners who have met the tests with a success greater perhaps than in any other field.

To these who never became faint-hearted in days of peril and misfortune there has come the double satisfaction of having builded not alone for themselves but for the advancement of the country in which they strove.

Development of the Southwest has gone hand-in-hand with the development of the cattle industry. It is to the pioneers in that industry that the one-time frontier post owes its opportunity to have achieved its present greatness.

Their lives and their struggles are at once an inspiration and the source of tales of indomitable will and dogged perseverance, which marked their early days and helped them later in achieving success. Of these stories, that of the success carved out by a mere boy is one of the most interesting and convincing in the annals of the cattle country.

When thirteen-year-old William Schweers began dealing in cattle on an independent basis for himself, no one could have foreseen the place this self-reliant, sturdy Medina County lad was to take in the development of the great cattle industry of Texas and Mexico.

Today one of the recognized big factors in the cattle industry he can look back upon a career that has taken him from the ranch and cattle trails and the drives of the olden days to a leadership in the modern systematized method of handling this, the most far-reaching industry of the world.

Still a young man, he has risen to the head of the well-known

Schweers-Kern Live Stock Commission Company and extends his dealings into all sections of the cattle country of North America—reaching both the dealers in the United States and in Mexico.

Mr. Schweers was born in Medina County in 1879. His father, Henry Schweers, had come to America in 1846, and had at once come to Texas, settling in Medina County in the same

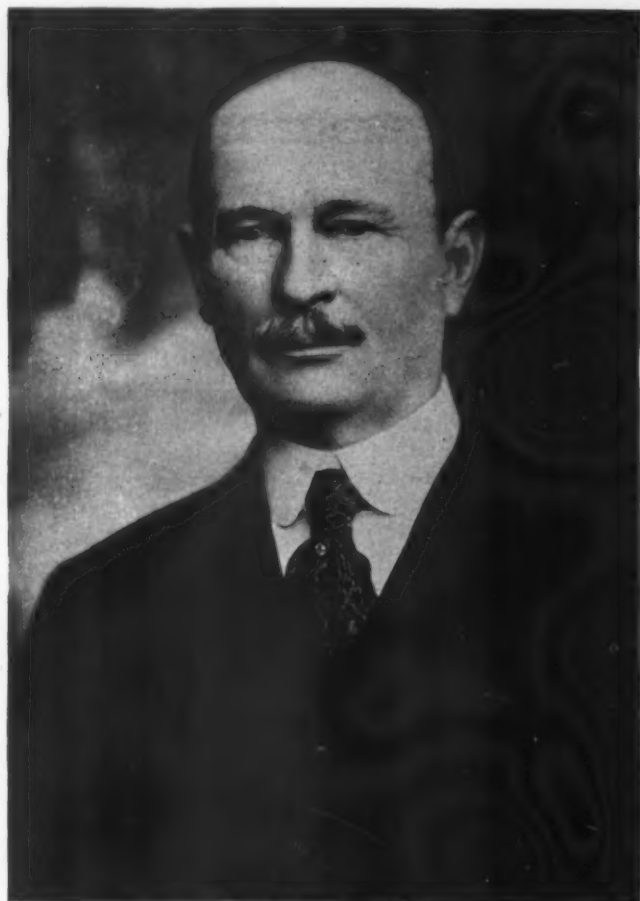


WILLIAM H. SCHWEERS

*Texas cattleman who at thirteen years of age began dealing in live stock on his own account*

year. With his keen judgment he was quick to see the great possibilities of the cattle industry in the new home of his choosing and at once engaged in ranching and stock farming. Always a leader in the movements for the development of the country in which he had cast his lot, it was not surprising that he had within a short time become noted for his efforts toward improvement of the stock industry. His efforts for the general welfare brought him prosperity along with the community and as a retired business man he now lives a life of peace and plenty in San Antonio.

Today the Schweers-Kern Live Stock Commission Company is among the largest commission companies of the country, and its trade territory extends into every section of the state, as well as into adjoining states and Mexico. A number of buyers



L. J. HART

*Capitalist and man of affairs who, judged by his achievements as a city builder and developer, is easily San Antonio's first citizen. A type of the successful business man who still finds time to promote the interests of his home city and state. For many years Mr. Hart has served as a member of the board of directors of the Texas Agricultural and Mechanical College and is vice-president of the board. He is a former president of the San Antonio Chamber of Commerce*

are maintained by the company at all times and make frequent visits to the cattle raising sections of the state in the interest of the commission house.

During the three years just preceding the war, Mr. Schweers operated extensively in Mexico. During that time, with the

assistance of his private buyers, he imported more than two hundred thousand head of cattle from the neighboring republic. He devoted much of his time personally to the Mexico business at that time and was in Monclova, Mexico, on the date of the assassination of President Francisco Madero. Unsettled conditions in that country interfered temporarily with the development of the cattle industry, but Mr. Schweers takes the view that within a very short time it will be possible to again engage actively in the cattle industry in that field.

During the past year Mr. Schweers has been shipping extensively from Oklahoma into southern Texas, the shipments consisting both of grade cattle and of range cattle. In this as in the other fields that he has entered he is engaged on a comprehensive scale. Mr. Schweers markets a large portion of his cattle in and out of immediate San Antonio and is active in supplying ranchmen of Texas with both range and improved stock cattle. All fat cattle handled by him are sold either in the San Antonio market or shipped to Fort Worth.

\* \* \*

WE are accustomed to think of the lawyer in terms of his "legal mind" or "judicial temperament," the doctor for his ability as a diagnostician, the minister for his power to convert; but it remained for the modern city builder to furnish what might aptly be called the genius of creating values, the ability to instinctively and intuitively see a better and more profitable use for a given piece of property or real estate. So accurate is this judgment in some instances that there are cases on record where the entire building or development trend has been changed because a certain real estate man purchased certain property in a certain part of a town. Of this type of city builder we cite L. J. Hart of San Antonio, Texas, of whom it is said that immediately he buys property in his home city all the surrounding property doubles in value almost overnight.

The reason for this is that L. J. Hart is San Antonio's greatest builder and developer, and much of this city's progress during the past ten or fifteen years has been due to his efforts and vision in fore-seeing San Antonio's future as one of America's leading resort and tourist cities. Coming to San Antonio from Denver in 1890, Mr. Hart gave to the city Laurel Heights, one of the finest local residential additions. Later he turned his attention to the development of down-town business property, beginning with St. Mary Street, then an obscure and uninviting street, and making it one of the principal business streets of San Antonio. With the late Jot Gunter, Mr. Hart projected and built the Gunter Hotel; but as a matter of fact he was the moving spirit in this enterprise.

## UNCLE ABNER ON POLITICS

By NIXON WATERMAN

YES, politics is boomin' now and 'twon't be long until  
The candidates will all be out a-shoutin' fit to kill.  
And neighbors who have been so good and lovin', day by day,  
Will sort o' hate each other if they vote a different way.  
The women-folks 'ill have to quit a-tradin' pies and cakes  
Which now they're always samplin' round when any of 'em bakes  
A nice fresh batch. The children, too, 'ill have to fuss and spat  
'Cause some of them's Republican and some is Democrat.

Now there's Elnathan Tuttle, lives across the road from me;  
He's 'bout as good a neighbor as a mortal man can be;  
And hot or cold or wet or dry he's willin', night or day,  
To help a neighbor when he can, in every sort o' way.  
Well, me and him's the best o' friends, week in, week out, until  
A big red-hot, hard-fought campaign comes rollin' 'round to fill  
Our breasts with patriotism, then we both begin to spout,  
And 'fore we know it me and him has had a fallin' out.

Now take it in religion, and altho we don't agree,  
For I'm a Baptist clear plumb thru from head to heels while he  
And all 'o his is Methodists, I don't blame him a mite  
For goin' wrong since I'm convinced he thinks he's goin' right.  
And when it comes to medicine, well, when his folks complain,  
He always calls an allopath. He's wrong, fer I maintain  
The less you dose the better. But, fergettin' all o' that  
If 'twasn't fer his politics we'd never have a spat.

Sometimes I get to thinkin' mebbly we could still pull thru  
Without a fuss if 'twasn't fer the blamed spell-binders who  
Come 'round a-speechifyin' till they make you think you know  
The man who votes the other way is your pernicious foe.  
You hear the band a-playin' and you see the torches gleam  
And when the great spell-binder starts to make the eagle scream,  
You find yourself a-shoutin' and a-jumpin' up and down,  
Just like the other feller does when his man comes to town.

Well, when you get your system full o' that campaign disease,  
O' course, it's more than likely then that when a feller sees  
A voter from the other side that's got the fever,—whew!  
Why, there'll be somethin' doin' sure as fate, betwixt the two.  
You've got to save your country, it's your duty, first and last,  
And so you sort o' whoop 'er up until election's past,  
And when the smoke has cleared away, well, if you lose or win,  
The nation settles down to 'bout the same old gait ag'in.

In our last big election me and Nate was just that mad  
That neither of us couldn't think of anything so bad  
But t'other one would fit it. But about that time my wife  
Took sick, and for awhile we feared we couldn't save her life.  
I felt so plumb played out there wa'n't a thing that I could do,  
But Nate and his good wife come in and somehow nursed her thru.  
And when I seen the way they worked and prayed and all o' that,  
Says I, "Nate, you're an angel, if you be a democrat!"

## Carrying a College to Its Students

# An Agricultural School on Wheels

*International Harvester Company, Thru Its Extension Department, Carries Direct to the Farmer Demonstrations of Scientific Farming*

By MARY ELEANOR MUSTAIN

**T**HE United States has witnessed all sorts and kinds of schools in the last decade, perhaps the most unique of these being the agricultural and farm machinery demonstration school, which has been literally traveling on wheels over the states of North Carolina, South Carolina, and Georgia within the past seven months, and which is now enroute to Florida.

This unique campaign was the thought of Prof. P. G. Holden, director of the Agricultural Extension Department of the International Harvester Company, the purpose of the campaign being to assist the farmer, his wife and family, by carrying to him, directly, useful information thru actual demonstration, on the proper methods of preparing seed beds, crop cultivation and lectures on all phases of farm life and work.

Professor Holden unfolded his plan to the equipment and sales departments of the Company. They quickly realized the practicability of the plan, and were ready to accord hearty co-operation in the furnishing of machinery, tent, and a quota of machine demonstrators.

It was agreed at the outset that nothing should be sold, nor sales solicited, that the work was to be purely educational, as is all work of the Extension Department.

The southeastern field work was just opening, and it was decided to try out the plan here. Mr. H. S. Mobley, being in charge of the Short Course in this particular field, became the manager of the first agricultural and farm machinery demonstration school on wheels.

This tour is being made by a train of eight monster motor trucks, carrying a crew of ten men, two special lecturers, and all equipment necessary for a complete all-day demonstration. There are tractors with all the various attachments for deep plowing, harrowing, discing, pulverizing, manure spreading, etc., apparatus for testing soils, charts of various kinds showing concretely the applied efficiency the lecturers so strongly urge, and a complete motion-picture outfit with eight reels of agricultural pictures.

The meetings are held in a big tent that will accommodate four hundred people. There are comfortable chairs to seat them, while the tent is lighted by electricity generated right on the spot.

Mr. Mobley thus describes a day's work:

"Generally the day's program begins at 9:30 A. M., with tractor plowing, the land being plowed to break the sub-soil as deep as possible to permit most of the top soil to be kept on top.

"The manure spreader is then hauled over the fresh ground with the tractor, horses seldom being available. The manure is spread at the rate of five or six tons to the acre, care being taken to beat the manure fine and distribute it over the whole surface of the ground.

"Following this, the ground is disc-harrowed with the tractor to a depth of about two and one-half inches, the clods being pulverized and the manure mixed with the top soil.

"After that the disc-harrow, with the small set of discs, followed by the pulverizer, is run over the ground to give it a final touch or finish. This, we teach them, is a seed bed.

"At eleven o'clock the audience is called into the tent, where an explanation of what we have done is given. Literature is distributed, and announcements of the afternoon and evening program are made.

"At 1:30 A. M. Mrs. Addie F. Howie, dairy expert, the second lecturer in the party, gives a talk on the dairy cow—

using a cow chart. This is followed at three o'clock by a demonstration of the belt work of the tractor operating the corn mill and chopper.

"At 3:30 another seed bed is prepared with the tractor for the benefit of those who did not see the morning demonstration.

"Beginning about 4:15 lectures are given on soil, alfalfa, and better rural schools, charts being used to better bring out the points. These lectures continue until time to adjourn, generally between six and seven o'clock.

"In the evening at 8:30 moving pictures are shown in the tent. Eight reels are carried, as follows: Sheep on Every Farm, Tractor Farming, The Evolution of Farm Machinery, Corn is King, Making Mother's Work Easier, Cold Pack Canning, Milk, and the Chicago Garden Bureau.



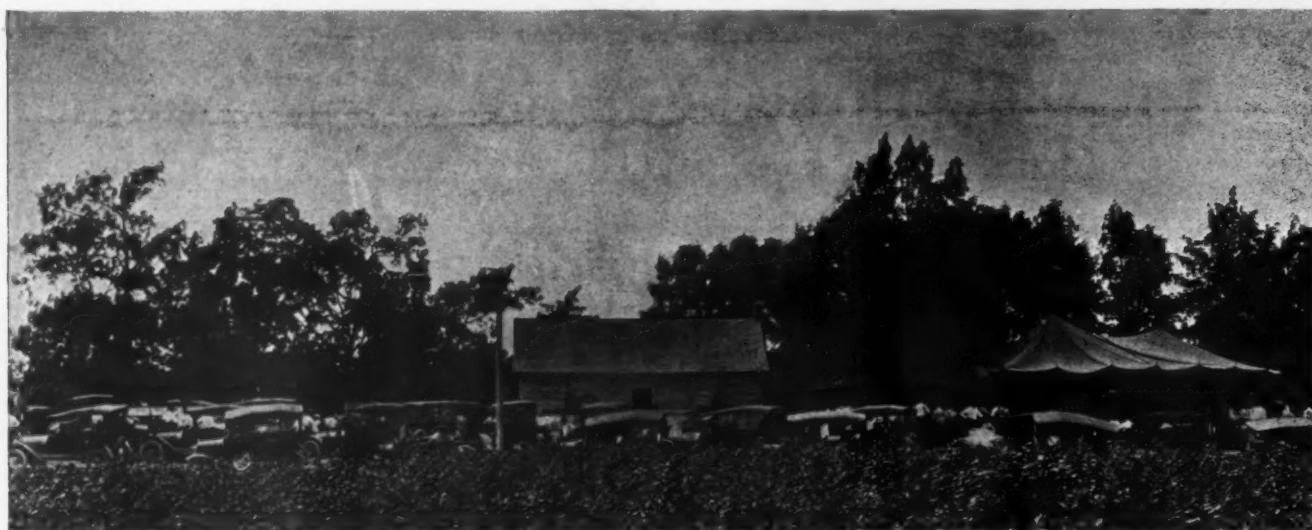
H. S. MOBLEY

*Agricultural Expert, Lecturer and Educator*

"Mrs. Howie delivers a lecture on the Home following the reel 'Making Mother's Work Easier,' and after the tractor reel is shown, I give a talk on power farming."

An observer says: "These tent meetings are a revelation. Plain, simple, no frills, no formality, there is about them an atmosphere of sincerity that rings true—of helpfulness that does not patronize."





Farmers gathering for a demonstration meeting

Mr. Mobley is a great advocate of practical, rather than theoretical, education. As president of the Farmer's Union of Arkansas, and as president of the Agricultural Board of Education of Arkansas, which board erected and directed four agricultural colleges, he had ample opportunity to test his practical educational theories, giving to the student such instruction and valuable information as would be useful in his everyday life and work.

In 1915 he became a member of Prof. P. G. Holden's force in the Agricultural Extension Department of the International Harvester Company, in the capacity of Agricultural Short Course lecturer. His name is known thruout the United States, perhaps his greatest achievement being the present splendid and practical demonstration school on wheels, a novel way of reaching the farmers.

Mr. Mobley is a direct, convincing speaker and has the great gift of holding his hearers' interest from beginning to end. His idea first, last and always is to *help* the farmers who hear him, not to *show* them how to run their farm, but to offer them the benefit of practical knowledge and long personal experience, for Mr. Mobley is a farmer of the most practical as well as progressive type.

He has himself actually been practicing for years on his own Arkansas farm the things that he advocates in his talks to farmers. He has made a scientific study of soils and crops and everything pertaining to farming, and has put the knowledge thus gained into actual practice, and it has been a real benefit to the farmer who should profit by his excellent advice. So he really *knows* what he is talking about; with him "to preach" is "to practice."

## WHO FOR PRESIDENT?—WHY NOT COOLIDGE?

*Continued from page 9*

these days of rapid communication and annihilation of space eliminates all the inconveniences of the geographical location of a candidate in a country unified such as ours has been by the war, in the discussion of national issues.

If these four points are vital in the selection of a candidate, it will be plainly seen by the people that Governor Coolidge is the logical candidate.

When he entered public life young Coolidge won admirers among business men for his cool-headed and sound views. They believed in him without hope or thought of reward, political or otherwise, and made up their minds that Calvin Coolidge was the man for Governor of Massachusetts. The results have more than verified their estimate of the man. These are the times for leaders of judgment, and Calvin Coolidge stands pre-eminent as a man of common sense and sane views in all matters pertaining to our government.

His clear understanding of the business and industrial needs of America and sympathetic appreciation of the interests of all the people without indulging in perverted platitudes or the wiles of a demagogue has established a confidence among his own people without a parallel. Thousands who had never voted his party ticket felt that Calvin Coolidge was a leader to be trusted in a crisis. They broke party ties because they believed in Calvin Coolidge, the man, equal to meet the issues

of the hour—defiance of law and order—and register thru him their expression and faith in Americanism which they realized meant so much to us as a nation.

Massachusetts responded nobly to the test and verified the tribute of Daniel Webster when he declared "Massachusetts, there she stands." The old Bay State presents not only her favorite son but a candidate personifying the fundamental ideals of the Republic, conceived and born in the struggle for freedom. Evidence is accumulating that the mere mention of Calvin Coolidge appeals to voters in states far distant from New England because they recognize that presidential timber must first of all be measured by the requirements. The one thought of the people of his party is to put the country on a sound basis of Americanism, with law and order thoroly established, and then to follow a plan of practical business and industrial development that guarantees for all time life, liberty and the pursuit of happiness without favor to race, class or creed.

There never was a time when a level-headed, Lincolnesque and common sense candidate was needed more than today. From all parts of the country the answer comes with enmity toward none and fairness toward all—choose a leader whose acts and deeds are four-square to the issues of the campaign.

*Why not Calvin Coolidge?*

# The World's Jersey King

## Ed C. Lasater and His Three-hundred-thousand-acre Kingdom

Texas ranchman is also state's biggest farmer, most successful dairyman and breeder of prize-winning cattle. How he practically built the town (and community) of Falfurrias, Texas, by making it possible for his neighbor-farmers to purchase pure-bred dairy cattle on the pay-with-one-half-the-butterfat plan. His hobby has resulted in financial prosperity for the farmers and has given Texas one of the most profitable dairy and creamery centers in the United States

By EVERETT LLOYD



WHEN Ed C. Lasater, millionaire Texas cattleman, decided a few years ago to abandon his intention of becoming a lawyer and set about to develop the largest and finest herd of pure-bred Jersey cattle in the world, he added millions of dollars to the wealth of Texas. No doubt Ed Lasater would have made a great lawyer, a great engineer or great banker, because he is a natural student with a positive genius for details and mastery of big problems. As a ranchman, agriculturist, economist, able business man and builder he is one of the real big men of Texas and of the nation; and his knowledge of live-stock and marketing problems has made him an important figure in the live-stock industry. But this story has to do with Mr. Lasater's ideas and success as a breeder of Jersey milk cows and the relation of dairying to farming, the value and importance to every farmer—whether landlord or tenant—of acquiring a small herd of pure-bred Jerseys and engaging in the dairy business on a limited scale. Now this is really one of the principal ideas in the Lasater plan which has been responsible for developing the Falfurrias community and making the town of Falfurrias a great dairy center.

In a state famous for its big ranches it is a distinction to be classed as one of the big cattlemen of Texas, yet the three-hundred-thousand-acre ranch of Mr. Lasater would entitle him to this distinction. He is not only one of the largest ranch operators in Texas, but is also the largest farmer in the state—and that is saying a good deal.

Operating a ranch of this magnitude is a man's job in itself, what with all the cattle to be looked after, the shipping and dipping, the round-ups and branding; but running a farm of ten thousand acres is also a part of Ed Lasater's job, and he is as good a farmer as he is a ranchman. The Lasater farm does not limit itself to the growing of food stuffs for live-stock purposes, but is a large producer of cotton and grain, and the success of the Lasater farm is cited as an example of what can be done in the Falfurrias country. Then comes the dairying and creamery business, or the Falfurrias Creamery Company, which is really Mr. Lasater's hobby and has been his means of developing the Falfurrias country.

Before giving the details of the creamery venture of Mr. Lasater and some account of his other varied activities it is fitting that we know something about the man himself—the man of whom it can be said that he built, not a mere house or town, but a whole community, including the town.

Mr. Lasater is a Texan, tho with the keen blue eye, soft voice and mild manners of a Kentucky cavalier. Ordinarily we are accustomed to picture the Texan with the "bandit" mustache, dark eyes and rather stalwart figure. But Ed Lasater is the refined type of a Texan and could easily pass for a university professor or banker.

But from this description we should not get the impression that Ed Lasater is not a fighter and a stickler for justice. Living near the Mexican border, where political feuds have been frequent, he has had to run the gauntlet of every possible danger, and no one ever succeeded in putting anything over Ed Lasater and "getting by" with it. He has gone to the mat with crooked politicians and political bosses until every man in the Rio Grande Valley knows him and respects him for his courage, his bravery, his sense of fair dealing and honesty. He has great influence in his section of Texas, but he has never sought to exercise it except in the interest of decent politics.

Mr. Lasater was born near the town of Coliad, Texas, just a little more than fifty years ago. His father was a ranchman



ED C. LASATER, FALFURRIAS, TEXAS

Who operates the largest Jersey-cattle farm in the world, in connection with his three-hundred-thousand-acre ranch

who removed to Texas before the Civil War, when Texas was an open range. Losing his cattle interests during the readjustment period, the senior Lasater engaged in mercantile business at Goliad, immediately across the San Antonio River where the battle of La Bahia was fought and where the subsequent massacre of Fannin's men took place. Young Lasater

lending money to the Mexican grantees desired to have the land worked or otherwise utilized.

He knew the lands and what they would produce, provided the water supply was assured, and was enough of an engineer to ascertain that by making the wells deeper and installing pumps he could have an unlimited supply. He put his proposition up to some bankers

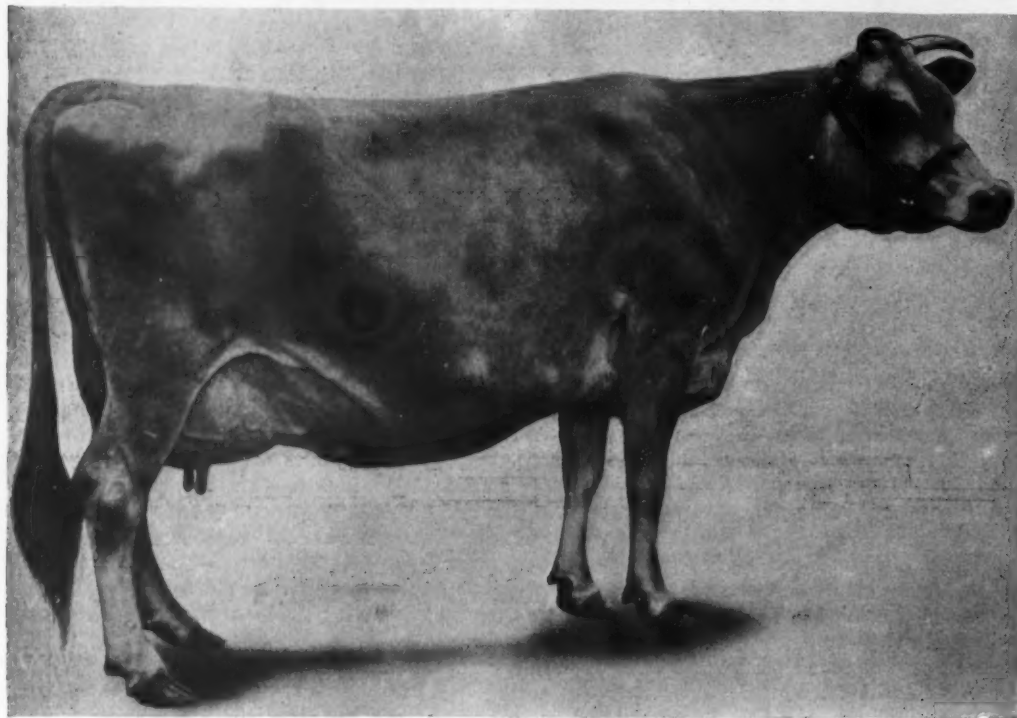
who knew his ability and honesty. With this assistance he contracted for thirty thousand head of cattle to be delivered the following spring. At the same time he began buying up all the land he could get from the descendants of the Mexican grantees, making small cash payments, the balance on long time, which was handled thru the loan companies. He had faith in the country. The water was there all the time, and its lack was due to the inefficient methods of the Mexicans. In time Mr. Lasater became the owner of three hundred and sixty thousand acres in Duval, Brooks and Willacy counties, comprising now the Lasater ranch, known as "La Mota" at Falfurrias.

"Falfurrias" (the name given by the Lipan Indians to a tree crested motte or knoll, and translated means "Heart's Desire"), is a prosperous and thriving little town of possibly a thousand people, many of them Mexicans. Before the coming of the railroad in 1906 it was a typical Mexican border town. Now it has modern schools, churches, city conveniences, an empty jail, the finest creamery in the South and many modern homes. The palm trees and orange groves and the balmy atmosphere strongly suggest California. But this was far from the condition of the country a few years ago when Ed Lasater first dreamed of establishing a great dairying industry and the largest and finest herd of pure-bred Jerseys in the world.

Since 1906 Mr. Lasater has sold to actual settlers and farmers sixty thousand acres of his original ranch tract of three hundred and sixty thousand acres. This would probably represent five hundred families or twenty-five hundred people—thrifty and industrious farmers from Iowa, Kansas, Texas, Nebraska, Indiana and other states. Practically all of the ranch land adjoining or near the town of Falfurrias is suitable for cultivation and capable of maintaining a large population. Among this number of Falfurrias farmers there are 126 independent dairy farmers—farmers who have small dairy herds and sell their surplus butterfat and milk to the Falfurrias Creamery Company.

To encourage settlement Mr. Lasater made this proposition to prospective farmers, and the same proposition is still open: To sell the land for one-fourth cash, balance in ten years, but no payments for the first two years. The future installments payable in three, four, five, six, seven, eight, nine and ten years. To sell the farmers high-grade dairy cattle without any cash payment—to be paid for with one-half of the receipts from butterfat sold to the creamery. In this way the cattle soon pay for themselves, besides providing a regular income for the owner. Mr. Lasater has sold several hundred cattle on this basis and has never lost a cent. More than \$100,000 worth of cattle have been sold to the farmers in this way and paid for.

By developing the land, installing permanent systems of water supply, and changing from the antiquated methods of the



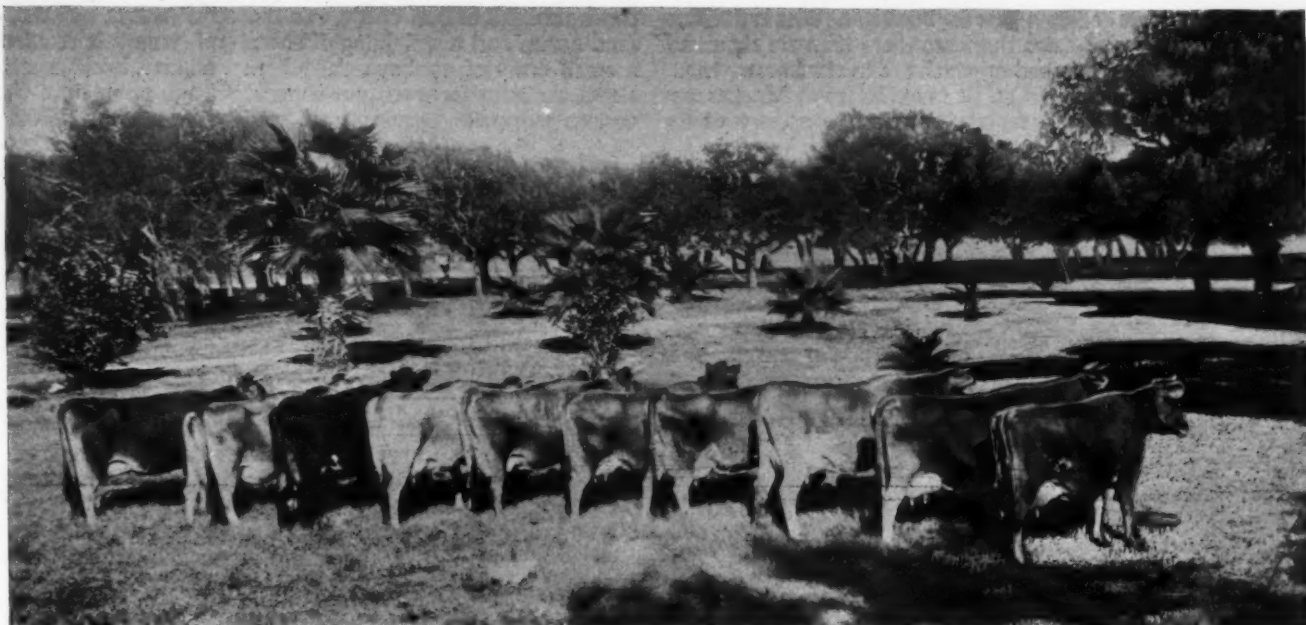
"Great Scot's Champion," owned by Ed C. Lasater. Grand champion cow at National Dairy Show, Chicago, 1911. Register of merit record: 11,138 pounds of milk and 774 pounds of butter in her thirteenth year

grew up in an atmosphere of independence and with a love for freedom. The wide open range of the prairies afforded him time to think, so he decided to become a lawyer. A suggestion of future ill-health caused him to abandon his studies and he engaged in the sheep business with his father. A little later he was called upon to assume charge of his father's herd, and with Mexican sheep-herders for his assistants and companions he began his career as a sheep raiser, which continued until the passage of the Wilson bill when wool was put on the free list, killing the industry for many years.

We next find Ed Lasater operating on a large scale as a cattle buyer, tho still a very young man, but with fine personal credit. He bought cattle from the Texas ranchmen and shipped them to Chicago markets, but all the time he was making a close study of grazing lands which had at one time been so valuable for sheep raising.

During the panic of 1893 Mr. Lasater had bought heavily of Texas cattle; in fact, he had nearly thirty thousand head on his hands. A drouth hit Texas, and the cattle could not winter on the range. It was necessary to feed them thru the winter; then the bottom dropped out of the cattle business and fat steers sold for \$2.70 a hundred on the Chicago market, and Mr. Lasater was \$130,000 loser on his cattle. He lost everything he had except his credit, and says himself that all he has accumulated since his failure has been done as a result of his financial disaster. He kept his contracts, paid for all the cattle he bought and accepted his losses. About this time something happened in Lasater's favor. Practically all the land was owned by Mexicans thru grants from the Spanish and Mexican governments. In 1893, the great drouth year, the ranchmen lost all their cattle. The cry for water went up everywhere. The Mexicans depended on shallow wells which were no more than trenches; and while they were no worse off than Lasater, who had also lost all his cattle, he had what they did not have—credit, and confidence in his ability to provide an adequate water supply. He investigated the situation and found that the English companies which had been





*Scene on the lawn at "La Mota," the Lasater ranch home near Falfurrias, Texas*

Mexicans a large part of the Lasater land is being purchased and cultivated. This land is as productive as any in Texas and can be bought for one-eighth the customary price.

As an agriculturist, Mr. Lasater has done what has never been done before. He has developed a large section of a great state during the first generation of settlers. His theory is that the history of land development has been this: Three generations have been required to open land to permanent settlement; the first generation struggles to obtain a foot-hold; the second generation carries out the dream of the first; the third generation brings the land under permanent cultivation. Kansas underwent such a period or series of development periods. But in the Falfurrias country the first settlers have brought the land under permanent cultivation—and this has been done thru the development of dairying as a part of farming.

Mr. Lasater reasoned after this fashion when he first dreamed of the character of farming which would enable the first generation to stick. He discovered that one dairy cow has earning capacity equal to five or six beef cows, so the problem was to create a market for the product of the dairy cow and enable the first settler to hold on. Then he began a study of the dairy industry and found that everywhere Wisconsin was cited as an illustration of its profits and success. He found that the average Wisconsin dairy cow produced one hundred and eighty pounds of butterfat annually, but on this basis it would require eight hundred cows to operate a creamery successfully. He believed that by getting the proper kind of dairy cattle even the Wis-

consin record average could be increased one hundred points which would mean fifty dollars more per cow than the Wisconsin dairymen received, or \$500 on a herd of ten cows, which is double the average wage income of the ordinary farmer.

Now bear in mind that Mr. Lasater was not a professional dairyman, but he was a scientific and practical agriculturist, cattle breeder and ranchman. He knew that the Texas climate, water and grass were favorable to dairy cattle, but many told him "it couldn't be done." He selected the best breed of Jersey cattle to be found, buying only a small number at first. Then it became his ambition to give his community the benefits of the best Jersey herd in the world, costing on an average \$600 each. With these as a start he has continued breeding up his cattle until today he has the largest herd of pure-bred Jerseys in the world, and time after time has won both the Breeders' Diploma and the Exhibitors' Diploma at the National Dairy Show, Springfield, Massachusetts, and the Dairy Cattle Congress, Waterloo, Iowa. The Lasater herds are now the outstanding features of all the leading stock shows in Texas, Kansas City and Chicago, and have won more blue ribbons and championship prizes than any other herd. The town of Falfurrias is synonymous with Jersey cattle and good butter. Every farmer in the community is a dairyman on either a large or small scale, with a ready market for his surplus product at the Falfurrias Creamery, which ships daily nearly two thousand pounds of butter, that commands a premium everywhere, and is paying the farmers of the Falfurrias section more than three



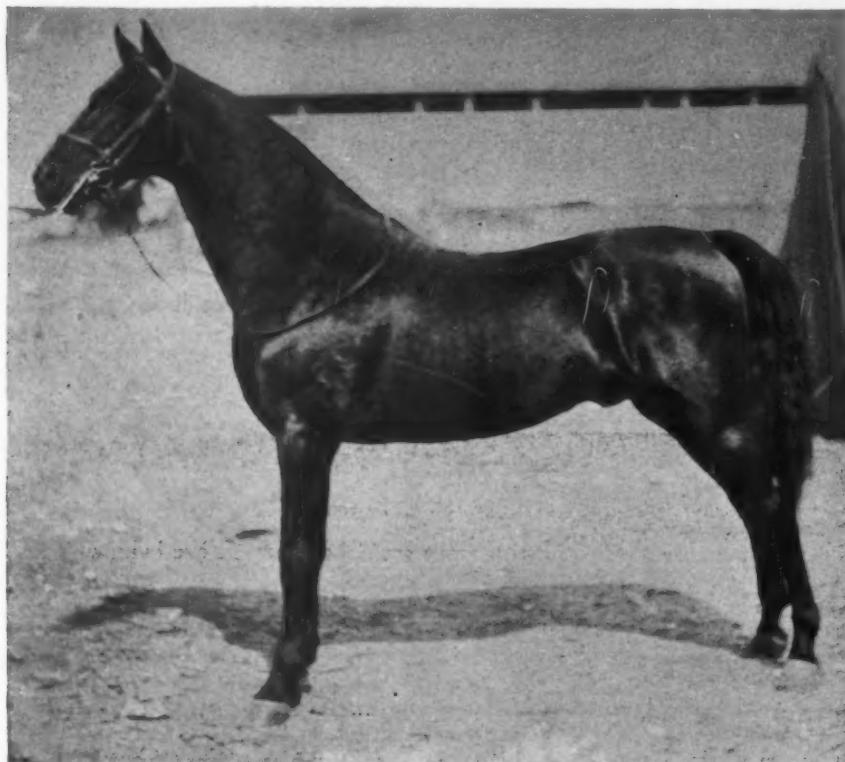
*Herd of prize-winners on the Lasater ranch*

hundred thousand dollars a year for butterfat. Within a radius of forty miles of Falfurrias there are more than six thousand Jerseys, twenty-four hundred of which are in the Lasater herd. Yet the industry is only eleven years old as far as Mr. Lasater is concerned. He made the experiment in a new country, where

thousand head of beef cattle, two thousand Jerseys, one thousand horses and a sprinkling of sheep and goats. It requires a small army of cowboys, dairy hands, milkers, bookkeepers, clerks, auditors, foremen and superintendents to operate the various industries, requiring an annual pay-roll of \$125,000.

Headquarters of the ranch are at La Mota, the home of Mr. Lasater, four miles from Falfurrias. About forty thousand acres have been set aside for the dairy herds, and scattered over this forty thousand acres there are eight dairies, equipped with every modern convenience and sanitary device. Eight hundred cows are milked daily at the eight plants and the milk sent to Falfurrias to the creamery. State and government inspectors are in constant charge and every precaution is taken to insure the highest standards of cleanliness. The demand for Falfurrias butter is greater than the supply—in fact, more than twice as great—and another year will see substantial enlargements in the present plant. All the cattle at the Lasater dairy are tuberculin tested and a careful record kept of each cow's production of milk and butterfat. The Falfurrias dairymen have an organization thru which they co-operate with the local bank, merchants, farmers and town people.

It is difficult to fully appreciate the magnitude of the work accomplished by Mr. Lasater, the obstacles he has overcome and the part he has played as a developer of a large section of country without seeing the Lasater ranch and the other Lasater interests at Falfurrias. And what is most important and significant is that the Lasater enterprises are on a permanent



"McDonald," type of American saddle horse on the Lasater ranch

commercial dairying was unknown, and today the forty-mile radius or area of Falfurrias is one of the greatest dairy centers in the United States.

In order to gain definite information of actual development at and near Falfurrias we must take into consideration that up to a few years ago this section was practically unsettled; and that only within the past eleven years was dairying attempted. At that time Mr. Lasater had his hands full as a cattleman and farmer—at least his work would have required all the time and ability of any man, yet he branched out in an entirely new business, making it the largest of any of the so-called "Lasater interests," which include the ranch proper, the Lasater farm, the Falfurrias Mercantile Company and the Falfurrias Creamery Company, the four doing an annual business of more than \$1,500,000; or expressed in terms of actual sales and receipts or volume of business of each as follows:

Falfurrias Mercantile Company.....	\$600,000
Falfurrias Creamery Company.....	500,000
Sale of live stock from ranches, etc. ....	300,000
Farm products, cotton and cotton seed ....	120,000

Falfurrias is not a one-man nor a one-firm town, and the above list relates only to Mr. Lasater's activities. The Mercantile Company is owned jointly by Mr. Lasater and B. T. Henry, the latter being in charge, while the various lines are handled by separate organizations, with a manager in charge. Mr. Lasater is familiar with all the details of each and is the busiest man in Falfurrias. He never appears in a hurry and is never too busy to be courteous or grant a visitor an interview. He served during the war as a member of the Food Administration, and attends the meetings of the Texas Cattle Raisers' Association, of which he was president in 1910.

Politically, Mr. Lasater is a Republican. He was a close personal friend of the late Colonel Roosevelt, and at one time a candidate for governor of Texas on the Republican ticket.

On the Lasater ranch there are during normal times about twenty thousand head of live stock, among them seventeen

basis, capable of being carried on, expanded and operated during his absence or without his personal supervision. Few men who inaugurate original enterprises are seldom successful to this degree. In too many instances the enterprises disintegrate with the passing of the founder. But the Lasater interests will run now on their own momentum and because of their merit will constantly enlarge themselves.

Long before he engaged in the dairy business on a large scale Mr. Lasater had given the question of farm economics serious thought and has many sound ideas. He knows that the one-crop system of farming is sapping the vitality of the soil; that diversification will force the farmer into dairying (which will fertilize the soil), and will mean the planting of feed crops. He will feed his skimmed milk to his hogs and instead of having money coming in once a year he will have something to sell every month. He knew the experiences of Wisconsin, Illinois and Minnesota farmers who ran down the value of farm lands by planting wheat year after year, and that they adopted dairying to save themselves. In these states the dairy cow is supreme and the dairy sections will be found to be the most prosperous sections of the United States.

Among other things Mr. Lasater knew that the chief obstacle in the way of the average farmer was the shortage of money with which to buy a herd, long distance from market for cream and milk, and lack of knowledge of the dairy business, so he decided to remove all these obstacles at once as far as the farmer who moves to Falfurrias is concerned. He sold the land on long time, a herd of Jersey dairy cattle on credit, agreeing to accept payment in the form of one-half of the butterfat produced by the cattle until they paid for themselves. Sixty thousand acres of land and hundreds of fine dairy cattle were sold on this basis—and all paid for.

Considering that dairying is new at Falfurrias, and the large number of prizes won by the Lasater herds at various state fairs and stock shows, no description of the Lasater ranch would be complete without some reference to some of the most famous bulls and milkers owned and used at La Mota.



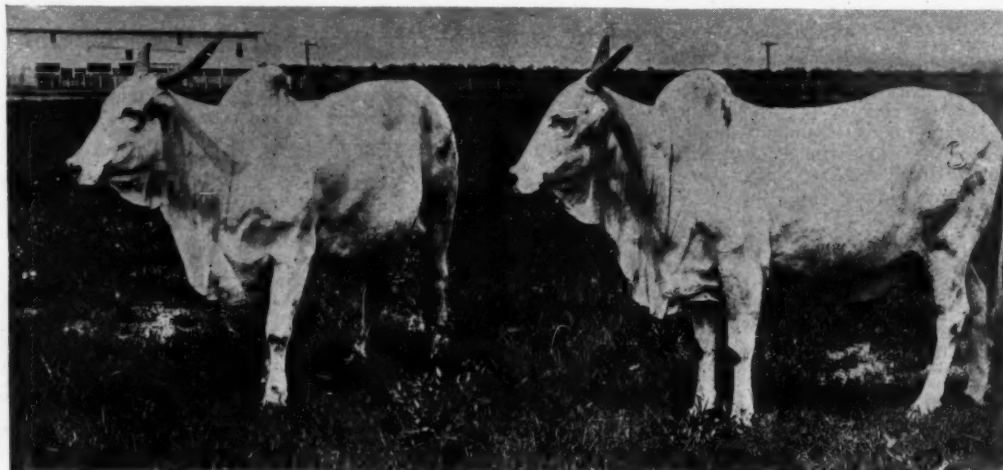
The show ring performances of the Falfurrias Jerseys have brought a series of well-earned victories in competition with the best herds in America. Beginning in 1911 when "Great Scot's Champion" won the Grand Championship at the National Dairy Show, each year the herd has come back to Texas covered with blue and purple ribbons. In 1918 a Falfurrias bred bull, "Raleigh's Oxford Prince," was made the Grand Champion at the National Dairy Show. Only twice before in the history of the show had the Grand Championship been won by a bull of the exhibitor's own breeding. In 1917 the breeder's young herd was undefeated, securing the most coveted of all prizes, and gave Mr. Lasater an international reputation.

The bulls selected for the first Lasater herds were of popular blood, of families whose outstanding merits had been tested.

Chief among them were sons of "Royal Majesty," "Noble of Oaklands," "Champion Flying Fox," "Eminent" and "Carnation's Fern Lad." Later purchases were sons of "Gamboge Knight," "Combination of St. Saviour's," "Sophine 19th Tormentor," a son of "Sophine 19th" of the Hood Farm, Springfield, Massachusetts, holder of the world's championship for cumulative butterfat production for all breeds.

By buying the best for a foundation and improving them each generation Mr. Lasater has been able to develop a com-

munity of Jersey herds unequalled anywhere in the world. This is only a small part of what has been accomplished at Falfurrias in the short space of eleven years, in selecting and breeding a large herd for type, beauty, production and utility. As a development enterprise where one individual assumed



*Brahman, or "sacred" cattle, originally imported from India. Many of these are among the beef herds on the Lasater and other Texas ranches*

all the risk, made many experiments, improved a large tract of territory and quadrupled its value, demonstrated the profits of dairying and started hundreds of other men on the high road to independence and built up a prosperous town and community, the case of Ed Lasater is probably without a parallel. The value of his contribution to the material welfare of Texas and the Southwest could hardly be expressed in dollars. He is responsible for giving Texas what in a few years will prove to be its most profitable industry.

## THE EVOLUTION OF A GREAT INDUSTRY

FROM the small beginning in 1851, in a single room, the Tycos Thermometer industry in Rochester, New York, has grown to be one of the most promising of Rochester's great industries.

The business was established in 1851 by David Kendall (whose father was the first maker of thermometers in this country), and George Taylor under the firm name of Kendall & Taylor. In 1859 George Taylor retired temporarily from the business of manufacturing thermometers. Sometime along in the middle sixties the business was operated very successfully by Frank Taylor and H. F. Richardson under the firm name of Taylor & Richardson.

In the early seventies Mr. Richardson retired, and George Taylor and Frank Taylor became associated under the name of Taylor Brothers and continued under this name until 1890 when they incorporated as Taylor Brothers Company.

In time the Watertown Thermometer Company, making a similar line of weather instruments, was consolidated with the Taylor Brothers Company.

The Davis & Roesch Manufacturing Company owned valuable patent rights on temperature and pressure regulation and control for domestic as well as industrial purposes, and a corporation was formed under the name of the H. & M. Automatic Regulator Company to take over the Davis & Roesch business.

In 1900 the old established business of Short & Mason, Ltd., located for nearly fifty years at 40 Hatton Garden, London, England, was purchased and immediate steps were taken to

enlarge the business on the American continent. Eventually the R. Hoehn Company, of Brooklyn, was purchased.

In 1907 the Taylor Instrument Companies, composed of the above companies, merged and took over the American business of the Cambridge Scientific Instrument Company, Limited, of Cambridge, England.

The Taylor Brothers Company for years used on scale plate thermometers the symbol of a flag in connection with the word "Accuratus" and the initials "T. B." and on clinical thermometers their monogram. The Hohmann & Maurer Manufacturing Company used as a trademark the monogram H. & M. The Watertown Thermometer Company had a very artistic symbol, the "Flying Mercury." The R. Hoehn Company had adopted the symbol of a Red Cross. Short & Mason, Ltd., of London, used an arrow in connection with their initials "S. & M."

It was manifestly desirable not to discontinue any of these abruptly, so a new trade name was cast about for, which would harmonize with all of those which were older established, but which would identify all of them with Taylor Instrument Companies. The word Tycos was coined, the first two letters taken from the proper name Taylor, and the last three an abbreviation of the word companies. This word is used with the older trade names such as "H. & M. Tycos," "S. & M. Tycos," to indicate the association of the interests.

The use of the word is well expressed in the slogan of the Taylor Instrument Companies, adopted in 1910, "Taylor Thermometers Tell the Truth, Tycos Is Their Sterling Mark."



## RAMBLES in BOOKLAND



By ALLISON OUTRAY

The Revolutionary War Governor of Connecticut

Every American who is interested in the history of this country—every student of the causes leading up to the unique position which America now occupies in the congress of the nations, will read with interest and enjoyment the biography of Jonathan Trumbull, governor of Connecticut 1769-1784, written by his great-grand grandson of the same name.

This book is more than a biography—it is a history of a critical period in the life of the nation—perhaps the most critical period in that the eventual outcome of the tremendous struggle from which it triumphantly emerged determined its freedom from the domination of the mother country.

The Jonathan Trumbull of whom this book is a biography was the Revolutionary War governor of Connecticut, a friend and intimate of Washington, and one of the outstanding figures of the troublous times in which he lived.

In 1727, at the age of seventeen, just graduated from Harvard, he returned to his home town of Lebanon, to prepare for the ministry. At the age of twenty-two family reasons compelled him to abandon his chosen profession and he became a merchant farmer. He was always an ardent Whig and so thoro a patriot that he quickly became a leading participant in all acts of public import in his state, and soon in those of national import as well.

His place in history has long been assured, and this new account of his sterling qualities, and his busy, useful and significant life, "full of deeds of quiet heroism," has been prepared by the author in a spirit of reverence for the memory of a worthy ancestor.

The book moreover sheds an illuminative light upon the heroic part which Connecticut, as a state, played in the struggle of the new-born nation for independence.

Jonathan Trumbull, Governor of Connecticut (1769-1784). Boston: Little, Brown & Co. Price, \$4.00, net.

There never was a more patriotic and exciting occupation devised for boys not old enough to go to war, than chasing German spies. With this idea in mind, Brewer Corcoran, author of "The Boy Scouts of Kendallville," has written a thrilling tale of adventure about "The Boy Scouts of the Wolf Patrol," which the Page Company, Boston, will publish this month. The incidents which lead the "Wolves" a merry chase are all the more startling because they happen in a quiet little New England town. Boys who read this will want to be Boy Scouts, and if they are already Scouts they will want to start right out and do some of the things which the "Wolves" did. This book has been officially approved by The Boy Scouts of America, as was Mr. Corcoran's first book about Boy Scouts.

William J. Locke's new novel, "The House of Baltazar," published late in January, by John Lane Company, New York, promises to break some sales' records. The first edition is the largest ever printed of a Locke novel and was practically all sold over a month in advance of publication.

"Our Little Czecho-Slovak Cousin" will soon be added to the tales of childhood in many lands, as the fifty-third volume in the "Little Cousin Series," published by The Page Company, Boston. The tragic struggle of the Czechs and Slovaks under the tyranny of the hated Magyars, the rest of Austria and all of Germany, forms a striking background for the story of little Jozef. He goes to school in Bohemia and learns why the

# Why Women Grow Old More Quickly Than Men

Greater Percentage of Anaemia—Lack of Iron in the Blood—Among Women Makes Them Lose Much of Their Youth, Beauty and Former Attractiveness, And Become Fretful, Nervous and Run-down

What Women Need Is Not Cosmetics or Stimulating Drugs But Plenty of Pure Red Blood, Rich In Iron

Physician Explains How Organic Iron—Nuxated Iron, Enriches the Blood, Strengthens the Nerves, Builds Up Physical Power and Often Makes Weak, Pale, Careworn Women Look and Feel Years Younger.

Look for the woman who appears younger than a man of the same age and you will find the exception to that vast majority upon whom anaemia—lack of iron in the blood has fastened its grip and is gradually sapping the health, vitality and beauty which every woman so longs to retain. In most cases men safeguard their health better than women by eating coarser foods, being more out-of-doors and leading more active lives, thereby keeping their blood richer in iron and their bodies in better physical condition. The very moment a woman allows herself to become weak, nervous and run down she is placing a drain upon her whole system which overtaxes the power of the blood to renew wasted tissue and keep active the natural life forces of the body. There are thousands of women who are ageing and breaking down at a time when they should be enjoying that perfect bodily health which comes from plenty of iron in the blood, simply because they are not awake to their condition. For want of iron a woman may look and feel haggard and all run-down—while at 50 or 60 with good health and plenty of iron in her blood she may still be young in feeling and so full of life and attractiveness as to defy detection of her real age. But a woman cannot have beautiful rosy cheeks or an abundance of strength and endurance without iron, and physicians below have been asked to explain why they prescribe organic iron—Nuxated Iron—to help supply this deficiency and aid in building a race of stronger, healthier women.

Dr. James Francis Sullivan, formerly physician of Bellevue Hospital (Outdoor Dept.), New York, and the Westchester County Hospital says: "Many a woman who is run-down, easily tired out, nervous and irritable, suffers from iron deficiency and does not know it. I am convinced that there are thousands of such women who, simply by taking Nuxated

Czecho-Slovaks should be proud of their race, and he hears of the sufferings of his uncle Jozef who goes to war compelled to fight with the Austrians under a Magyar officer. Parents will want to read the story to their boys and girls, that they may share in this clearly presented information about a people so little known today.

"Within My Horizon," by Helen Bartlett Bridgman (Small, Maynard & Company, Boston) gives an interesting picture of the really delightful explorer, Stefansson.

Nearly dead of typhoid fever, Stefansson was brought on a sledge from the Arctic fastnesses to Port Yukon, and his first letter to me closed with this characteristic paragraph:

"I hope you will ask me to your house more than once when I come back, but once must be in the corn-on-the-cob season. I like it for its own sake, for association going back to childhood, and because of the evening we had it together,



Iron might readily build up their red corpuscles, increase physical energy, and get themselves into a condition ward off the millions of disease germs that are almost continually around us. I consider Nuxated Iron one of the foremost blood and body builders—the

best to which I have ever had recourse." Among other physicians asked for an opinion was Dr. George H. Baker, formerly Physician and Surgeon Monmouth Memorial Hospital, New Jersey, who says: "What women need to put roses in their cheeks and the springtime of life into their step is not cosmetics or stimulating drugs but plenty of rich pure blood. Without it no woman can do credit to herself or to her work. Iron is one of the greatest of all strength and blood-builders, and I have found nothing in my experience so effective for helping to make strong, healthy, red-blooded women as Nuxated Iron."

**Manufacturers' Note:** Nuxated Iron, which is prescribed and recommended above by physicians, is not a secret remedy, but one which is well known to druggists everywhere. Unlike the older inorganic iron products it is easily assimilated and does not injure the teeth, make them black nor upset the stomach. The manufacturers guarantee successful and entirely satisfactory results to every purchaser or they will refund your money. It is dispensed by all good druggists.

now nearly four years ago. Tell Anna I like it a trifle more ripe than common, and that a double ration for a civilized person would be about right for me. At least I feel so now."

John Philip Sousa is represented on the Spring list of Small, Maynard & Company by his third novel, "The Transit of Venus," which is described by the publishers as "a social satire." Incidentally, he makes known to his readers the romantic Kerguelen Island, that little known land in the Indian Ocean midway between Australia and Africa, which when first discovered in 1772 was thought to be the great Southern Continent. Captain Cook named it the Land of Desolation, which deterred later voyagers from visiting it for more than a century. It is now a valuable center for whale fisheries and raising sheep, as well as for the sport of shooting the sea elephant, a diversion that plays an important part in Mr. Sousa's novel.

## The 1919 International Live Stock Exposition and Horse Show

Continued from page 28

Chicagoans are interested in the exposition is shown by the fact that more than two hundred and fifty thousand persons visited the International amphitheater during the week of November 29 to December 6. Of course in this number were included many visitors, college professors, students, stockmen and breeders; but the fact remains that there are few attractions that draw as large crowds each year as does the International Live Stock Exposition.

### WHAT?

The days are long—  
The nights so dark—  
As on I plod,  
Without a spark  
Of light, to guide me on my way.

What weary souls  
Beside me trudge?  
Their faces seem  
A smile of grudge  
So drawn, so pallid, haggard they.

What distant goal  
Do we all seek,  
That spurs us on  
From dawn's first peep  
'Till night birds sing their last sweet lay?

Is there great wealth,  
Or fortune—fame,  
At the rainbow-end  
Of this our lane—  
That sends men groping—eager to pay?

Or is it just  
The fond belief,  
That o'er the hill  
One finds relief  
From dreams that were—on yesterday?  
John W. Falconnier.

## Fitting Shoes for Millions

Continued from page 15

building up of his own business, and has proved himself a thoro business man.

When Boston entertained the retail shoe dealers of the United States at the largest convention of that organization ever assembled, Mr. Bliss was chairman of the reception committee. At the banquet on that occasion a course dinner was served to over three thousand at one time in Mechanics Building. With Governor Coolidge and the other distinguished guests he graced an occasion that had a national significance far beyond the matter of buying and selling shoes. It was a gathering of business men grappling and discussing the dominant problems of the republic, as citizens first, and merchants that hold fast to the tenets of all that good citizenship means.

When the officer of the United States Army pinned the medal on his breast in New York, at a meeting of the National Association of Boot and Shoe Manufacturers, it was a distinction well earned. His associates in this organization also presented Mr. Bliss an engraved testimonial of their appreciation of his services. What more

could man desire than to have served his country and fellowman with those things that have added to human comfort and welfare?

### BOOK NOTES

The Thomas Y. Crowell Company, New York, announces the following for early publication:

"The Open Vision"—A study of psychic phenomena, by Horatio W. Dresser, author of "The Power of Silence."

"You Can, But Will You?"—An inspirational book, by Orison Swett Marden, author of "Peace, Power and Plenty."

"The Man of Tomorrow"—A discussion of vocational success with the boy of today, by Claude Richards.

"The World Beyond"—Passages from oriental and primitive religions, edited by Justin Hartley Moore.

"Duruy's History of France"—New revised one volume edition with colored maps. Continued to 1919, by Mabel S. C. Smith, author of "Twenty Centuries of Paris," "The Spirit of French Letters," etc.



## The Human Side of Service

More than a year has passed since the signing of the Armistice, yet all the world still feels the effects of the War. The Telephone Company is no exception.

More than 20,000 Bell telephone employees went to war; some of them never returned. For eighteen months we were shut off from practically all supplies.

War's demands took our employees and our materials, at the same time requiring increased service.

Some districts suffered. In many places the old, high standard of service has been restored.

In every place efforts at restoration are unremitting. The loyalty of employees who have staid at their tasks and the fine spirit of new employees deserves public appreciation.

They have worked at a disadvantage but they have never faltered, for they know their importance to both the commercial and social life of the country.

These two hundred thousand workers are just as human as the rest of us. They respond to kindly, considerate treatment and are worthy of adequate remuneration. And the reward should always be in keeping with the service desired.



Said a little waif from Belgium  
To the little boy from Maine:  
"You live in a land of sunshine—  
"I come from a land of rain;  
"Your days have been filled with pleasure,  
"While mine have been filled with pain"—  
Yet the little waif from Belgium  
Is kin to the boy from Maine.

—George Blake



AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service

**P**OSSIBLY two hundred makes of tires are advertised as "best." We rest our case on the verdict of the man who uses Kellys. *Ask him.*

